

# OHM Electric Bikes – Website Content Guide

**Document Version:** 2.1

**Last Updated:** December 2025

**Owner:** Marketing

**Purpose:** Single source of truth for all website copy, messaging, and product information

## v2.1 Changes:

- Consolidated Journey EP5/EP6 into single "Journey" product page with motor variants
  - Renamed Journey PRO EP8 Di2 to "Journey PRO"
  - Added Our Story landing page structure with 4 sub-pages (Heritage, ACR Design, Safety & Support, Sustainability)
  - Updated certification language: "UL 2849 certified and TÜV certified"
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## 1. Brand Foundation

### 1.1 Brand Framework (Massif)

#### Essence

## Escape. Explore. Empower.

- Escape: Every ride becomes freedom
- Explore: Every trip uncovers adventure
- Empower: Every journey enables you to achieve more

## Belief

**Freedom in motion** Freedom to ride whenever, wherever—in any condition. Your ride, your rules, every day.

## Promise

**Built for your ride** Safe, reliable, and always ready. Engineered for the conditions you actually face.

## Proof

**Canadian-engineered. Rider-refined.** 20+ years of e-bike evolution, shaped by Vancouver's rain, hills, and cycling culture. Tested, refined, and perfected by real rides.

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# 1.2 Messaging Hierarchy

Use this order when introducing OHM:

Level	Message	Use Case
1. Hook	"Designed for your daily escape"	Headlines, campaigns, ads
2. Belief	"Freedom in motion"	Brand storytelling, About page
3. Promise	"Built for your ride"	Product pages, trust messaging
4. Proof	"Canadian-engineered. Rider-refined."	Credibility, differentiation
5. Heritage	"Twenty years of refinement"	Support, warranty, About

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# 1.3 ACR Design Philosophy

## **ACR = All-Condition Ready**

OHM's design philosophy, expressed through three pillars:

### **Every Rider**

Comfort and control for all riders, no matter their experience or style.

- Micro-suspension geometry for a smoother ride
- Ergonomic grips and balanced posture
- Cargo-ready, ride light or load it up
- Gears and pedal assist for every pace and climb

### **Every Path**

From seawall to summit, built to handle paved roads, bike lanes, gravel paths, and forest trails.

- Tested across Vancouver's diverse terrain—from bridges to backroads
- Premium Schwalbe tires for grip and versatility
- Front suspension for stability and confidence on uneven ground

### **Every Element**

Built to weather it all—rain, sun, or snow.

- Weather-sealed components with IPX5 water resistance
- Corrosion-resistant hardware and alloy pedals with sealed bearings
- Internal cable routing and sturdy, double-walled aluminum fenders
- Lights for visibility, day or night

**Tagline:** "Engineered to perform for every rider, on every path, through every element."

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## **1.4 Voice & Tone**

### **Brand Personality**

- Quietly confident
- Thoughtfully innovative
- Authentically Canadian
- Rider-obsessed
- Refreshingly honest

## Voice Rules

### Always say:

- "Designed for your daily escape"
- "The ride you'll take tomorrow morning"
- "Canadian-designed and engineered"
- "Twenty years of refinement"
- Transformation language ("From obligation to escape")
- "Lifetime partnership, not customer service"
- Specific conditions (rain, bridges, traffic, hills)
- Experience-focused benefits ("Arrive energized, not depleted")

### Never say:

- "Affordable" or "budget-friendly" (undermines quality)
- "Premium" or "luxury" (wrong positioning)
- "High-quality" without specifics (show, don't tell)
- Feature lists without context
- Competitor names (positions us as follower)
- "Assembles in Canada" (not accurate)
- Technical jargon first (lead with benefit)

## Tone by Context

Context	Tone	Example
Homepage hero	Confident, aspirational	"Your daily escape, engineered"
Product pages	Informative, trustworthy	"Shimano's EP6 delivers 85Nm of torque for confident hill climbing"
Support content	Helpful, reassuring	"We're here for as long as you own your OHM"
Technical specs	Clear, precise	No marketing language in spec tables

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## 1.5 Target Audiences

### Primary: Eco-Active Enthusiasts

- **Demographics:** 50s–60s, urban/inner suburb

- **Income:** \$75K–150K
- **Priorities:** Health, sustainability, quality of life
- **Pain point:** Want commute to be wellness, not obstacle
- **Key message:** "Arrive energized, not depleted"

## Secondary: Urban Navigators

- **Demographics:** 40s–60s, suburban/commuter corridors
- **Income:** \$60K–120K
- **Priorities:** Efficiency, reliability, time savings
- **Pain point:** Tired of traffic, want dependable solution
- **Key message:** "Built for the conditions you actually face"

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## 1.6 Market Position

### Where We Sit

Premium European (\$5K–\$8K+) ——— OHM (\$3.5K–\$5.5K) ——— Budget D2C (\$1.5K–\$2.5K)

Riese & Müller		Rad Power
Gazelle	Intelligent	Aventon
Stromer	Middle Ground	Lectric

### Positioning Statement

**OHM delivers proven quality, Canadian support, and peace of mind.**

### We Stand For

- Proven quality, accessible pricing
  - Providing exactly what you need, nothing you don't
  - Purpose-built design for real riders, terrain, and weather
  - Peace of mind through Canadian expertise, engineering, and support
- 

## 2. Site Architecture

### 2.1 Primary Navigation

E-Bikes Dropdown

- E-Bikes
- Adventure

Journey (EP5/EP6 variants, Step-Thru & Step-Over)

Journey PRO (Step-Thru & Step-Over)

Commuter

Discover Rigid Step-Thru (Coming 2026)

Discover Step-Thru (Coming 2026)

Cargo

Shop Benno → [external link]

Accessories

[Accessory categories]

Footer Navigation

Shop	Support	Company	Connect
Adventure	Contact Us	Our Story	Newsletter signup
Commuter	Warranty	Careers	Instagram
Cargo	Manuals & Guides	Press	Facebook
Accessories	Find a Dealer	Dealer Portal	YouTube
	FAQs		

2.2 Page Hierarchy

Tier 1: Primary Landing

- Homepage
- Collection: Adventure
- Collection: Commuter
- Collection: Cargo

Tier 2: Product & Core

- Product Detail Pages (PDPs)
- Find a Dealer
- Experience Center
- Our Story

### **Tier 3: Support & Info**

- Contact
- Warranty
- Manuals
- FAQs
- Financing

### **Tier 4: Legal & Utility**

- Privacy Policy
- Terms of Service
- Shipping & Returns
- Accessibility

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## **2.3 URL Structure**

ohmcycles.com/

- |— /collections/adventure
- |— /collections/commuter
- |— /collections/cargo
- |— /collections/accessories
- |— /products/journey-ep5-step-thru
- |— /products/journey-ep5-step-over
- |— /products/journey-ep6-step-thru
- |— /products/journey-ep6-step-over
- |— /products/journey-pro-ep8-di2-step-thru
- |— /products/journey-pro-ep8-di2-step-over
- |— /products/discover-rigid-step-thru
- |— /products/discover-step-thru
- |— /pages/find-a-dealer
- |— /pages/experience-center
- |— /pages/our-story
- |— /pages/contact
- |— /pages/warranty
- |— /pages/financing

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## 3. Homepage

### 3.1 Section Overview

Section	Purpose	Primary CTA
1. Hero	Emotional hook, primary conversion	Book a Test Ride
2. Trust Bar	Quick credibility signals	—
3. Product Showcase	Show the bikes	Shop [Category]
4. Transformation	Emotional benefit story	Book a Test Ride
5. ACR Philosophy	Differentiation through design	Learn More
6. Social Proof	Testimonials, reviews	—
7. Heritage	20-year story	Our Story
8. Dealer CTA	Drive dealer traffic	Find a Dealer
9. Newsletter	Capture leads	Subscribe

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### 3.2 Section 1: Hero

#### Desktop Layout

- Full-width lifestyle video/image (rider in motion, Canadian urban/nature context)
- Headline left-aligned over image
- Primary CTA: "Book a Test Ride"
- Secondary CTA: "Explore E-Bikes"

#### Copy

##### Headline:

Designed for your daily escape.

##### Subhead:



Canadian-engineered e-bikes built for the ride you'll take tomorrow morning—through rain, past traffic, and up every hill.

**Primary CTA:** Book a Test Ride

**Secondary CTA:** Explore E-Bikes






## Mobile Considerations

- Video should autoplay muted, with static fallback
  - CTAs stack vertically
  - Subhead may truncate; keep headline visible above fold
- 

## 3.3 Section 2: Trust Bar

Horizontal strip with 4–5 quick credibility signals. No clicks required—purely informational.

### Elements

Icon	Text
	Canadian-designed since 2005
	UL 2849 & TÜV certified
	10+ year parts guarantee
	50+ Canadian dealers
	Free shipping over \$100

### Copy Notes

- Keep to 3–5 words per item
  - Icons should be simple, monochrome
  - This section builds trust, not clicks
- 

## 3.4 Section 3: Product Showcase

## Purpose

Get bikes in front of users quickly. Mobile users especially need to see product early.

## Layout

- Category cards or bike carousel
- Show 1 hero image per category (Adventure, Commuter)
- Price range visible
- Quick link to collection

## Copy

### Section Header:

Find your ride.

### Adventure Card:

#### Adventure

Journey Series

Versatile e-bikes for every path

From \$3,599 CAD

[Shop Adventure →]

### Commuter Card:

#### Commuter

Discover Series

Urban mobility, connected

From \$3,699 CAD

Coming April 2026

[Join Waitlist →]

### Cargo Card:

#### Cargo

Benno Bikes

Carry more, drive less

[Shop Cargo →]

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## 3.5 Section 4: Transformation

## Purpose

Emotional storytelling—show the before/after of choosing OHM.

## Layout

- Split screen or side-by-side comparison
- Left: "Before" (traffic, frustration, exhaustion)
- Right: "After" (freedom, energy, joy)
- Single powerful image or short video

## Copy

### Headline:

Transform your commute into your favorite part of the day.

### Body:

No more traffic. No more parking. No more arriving drained. Just you, the open road, and the freedom to move on your terms. That's what twenty years of Canadian engineering delivers—a ride that turns obligation into escape.

**CTA:** Book a Test Ride

## Alternative Headlines (Test Options)

- "From stuck in traffic to freedom in motion."
  - "What if your commute was the best part of your day?"
  - "Reclaim your morning."
- 

## 3.6 Section 5: ACR Philosophy

## Purpose

Differentiate through design philosophy. Explain *why* OHM bikes perform in all conditions.

## Layout

- Three columns or tabbed interface
- Each pillar gets icon, headline, supporting points
- Optional: lifestyle image showing bikes in challenging conditions

## Copy

### Section Header:

Built for your ride. All-Condition Ready.

### Every Rider

Comfort and control for all riders, no matter your experience or style. Ergonomic geometry, adjustable components, and intuitive assist levels mean the bike adapts to you.

### Every Path

From seawall to summit. Urban roads, gravel paths, forest trails—tested across Vancouver's diverse terrain and engineered to handle whatever's ahead.

### Every Element

Rain, sun, or snow. Weather-sealed components, corrosion-resistant hardware, and integrated lighting keep you riding confidently through every season.

**CTA:** Learn about our design philosophy →

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## 3.7 Section 6: Social Proof

### Purpose

Build trust through rider testimonials and review ratings.

### Layout

- Testimonial carousel (3–5 testimonials)
- Star rating aggregate if available
- Optional: "As featured in" logos

### Testimonial Template

"[Transformation statement + specific benefit]"  
— [First Name, City, Model Owned]

### Sample Testimonials

"I sold my second car. Between my OHM and transit, I don't need it anymore. The Journey handles my 15km commute through North Van hills like nothing."

— Sarah, North Vancouver, Journey EP6

"I was nervous about riding in the rain. After a year with my OHM, I ride in everything. The fenders, lights, and sealed components just work."

— Michael, Vancouver, Journey PRO

"At 62, I wasn't sure an e-bike was for me. Now I ride more than I did in my 30s. The step-thru makes it easy, and the motor means hills don't stop me."

— Patricia, Victoria, Journey EP5 Step-Thru

## Guidelines

- Use real customer testimonials when possible
  - Include city for Canadian credibility
  - Include model owned for product relevance
  - Focus on transformation, not features
- 

## 3.8 Section 7: Heritage

### Purpose

Establish credibility through 20-year history.

### Layout

- Timeline or milestone format
- Key dates: 2005 (founding), notable achievements, present
- Image of North Vancouver HQ or team

### Copy

#### Headline:

Twenty years of Canadian e-bike innovation.

#### Body:

Founded in 2005, OHM was Canada's first e-bike manufacturer. From our North Vancouver headquarters, we've spent two decades designing, testing, and refining e-bikes for the conditions Canadian riders actually face. Every OHM is shaped by

thousands of real rides—through rain, over bridges, up mountains, and across cities.

**CTA:** Read our story →

### **Milestone Options (for timeline)**

- 2005: Founded as Canada's first e-bike company
  - 2010: Launched first Shimano-powered lineup
  - 2015: Opened North Vancouver Experience Center
  - 2020: Introduced 10-year parts guarantee
  - 2025: Journey series launches with Shimano EP5/EP6/EP8
  - 2026: Discover series brings Bosch Smart System to Canada
- 

## **3.9 Section 8: Dealer CTA**

### **Purpose**

Drive traffic to dealer network for test rides and purchases.

### **Layout**

- Map preview or dealer count
- Prominent CTA button
- Supporting text about dealer benefits

### **Copy**

#### **Headline:**

Test ride at a dealer near you.

#### **Body:**

With 50+ dealers across Canada, expert advice and hands-on experience are closer than you think. Find your local OHM dealer for test rides, professional fitting, and ongoing service support.

**CTA:** Find a Dealer

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## 3.10 Section 9: Newsletter

### Purpose

Capture email leads for nurturing.

### Layout

- Simple email input + submit
- Brief value proposition
- Optional: incentive (first access, discount)

### Copy

#### Headline:

Stay in the loop.

#### Body:

Get first access to new models, riding tips, and exclusive offers.

**CTA:** Subscribe

#### Privacy note:

We respect your inbox. Unsubscribe anytime.

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## 4. Collection Pages

### 4.1 Adventure Collection

**URL:** /collections/adventure

#### Hero

#### Headline:

Adventure starts here.

#### Subhead:

The Journey series: versatile e-bikes engineered for riders who refuse to be limited by terrain, weather, or distance.

## Collection Description

Whether it's your Monday commute or a Saturday trail, the Journey is built for the rides you actually take. Shimano's proven drive systems deliver natural, responsive power. Modular batteries let you choose your range. And OHM's ACR design philosophy means you ride confidently through whatever conditions you face—rain, hills, or gravel paths included.

## Products in Collection

- Journey — from \$3,599 (EP5/EP6, Step-Thru & Step-Over)
- Journey PRO — \$5,399 (Step-Thru & Step-Over)

## Filter Options

- Frame style: Step-Thru, Step-Over
  - Motor: EP5, EP6, EP8
  - Price range
- 

## 4.2 Commuter Collection

URL: /collections/commuter

### Hero

#### Headline:

Urban mobility, connected.

#### Subhead:

The Discover series: Bosch Smart System technology meets twenty years of Canadian design.

## Collection Description

The Discover transforms your urban commute with connected intelligence. Bosch Smart System delivers over-the-air updates, customizable riding modes, and smartphone integration. Swappable batteries let you go lighter for quick trips or



extend range for longer adventures. And OHM's purpose-built design means it's ready for Canadian streets—not adapted from European models.

## Products in Collection

- Discover Rigid Step-Thru — \$3,699 (Coming April 2026)
- Discover Step-Thru — \$3,799 (Coming April 2026)

## Pre-Order/Waitlist Handling

Until April 2026, replace "Add to Cart" with:

- "Join Waitlist" or "Reserve Yours"
  - Capture email + preferred model
  - Set expectation: "Shipping begins April 2026"
- 

## 4.3 Cargo Collection

URL: /collections/cargo

### Hero

#### Headline:

Carry more. Drive less.

#### Subhead:

Purpose-built cargo e-bikes from Benno, available through OHM dealers.

### Collection Description

Need to haul groceries, kids, or gear? Our cargo collection features Benno Bikes—the same quality and dealer support you expect from OHM, in a purpose-built hauling platform. Visit your local OHM dealer to test ride and find the right cargo solution for your needs.

**CTA:** Find a Dealer

### Note

Link to Benno site or dealer locator. OHM cargo model planned for 2028.

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## 4.4 Accessories Collection

URL: /collections/accessories

### Hero

#### Headline:

Gear up for the ride.

#### Subhead:

Bags, locks, lights, and more—everything you need to get the most from your OHM.

### Categories

- Bags & Panniers
  - Locks & Security
  - Lights
  - Fenders & Racks
  - Comfort (grips, saddles)
  - Maintenance
- 

## 5. Product Pages

### 5.1 Product Page Template

#### Above the Fold

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[Image Gallery]		[Product Title]	
		[Subtitle/tagline]	
		[Price]	
		[Color selector]	
		[Size selector]	
		[Add to Cart]	
		[Book a Test Ride]	

### Below the Fold Sections

- 1. **Product Story** — 2-3 paragraphs, benefit-focused
- 2. **Key Features** — 4-6 highlight cards with icons
- 3. **Specifications** — Collapsible/tabbed spec table
- 4. **Frame Geometry** — Size chart with fit recommendations
- 5. **Compare Models** — Link to comparison or upsell
- 6. **Reviews** — Customer testimonials
- 7. **Related Products** — Accessories, other models
- 8. **Dealer CTA** — Find a dealer for test ride

## 5.2 Journey Product Page

URL: /products/journey

### Basic Info

Field	Value
Product Title	Journey
Subtitle	Your daily escape starts here
Price	From \$3,599.00 CAD
Motor Options	EP5 (\$3,599) / EP6 (\$3,899)
Frame Styles	Step-Thru, Step-Over
Colors	Glacial (EP5), Noble Grey Metallic (EP6)
Sizes	S (5'–5'6"), M (5'5"–5'11"), L (5'10"–6'3")

### Product Story

Your daily escape starts here. The Journey combines Shimano's proven mid-drive technology with OHM's twenty years of Canadian design refinement—delivering a bike that's ready for your Monday commute, weekend exploration, and everything in between.

Choose the motor that fits your ride: the EP5 delivers smooth, natural assistance for everyday riding, while the EP6 adds 40% more torque for hills, cargo, and riders who want extra power on demand.

The modular battery system lets you choose your range: start with 531Wh for everyday rides, or upgrade to 708Wh when adventure calls. Integrated Racktime carrier handles groceries, gear, or panniers. And our ACR design philosophy means sealed components, integrated fenders, and Schwalbe all-terrain tires keep you riding through whatever conditions you face.

Safe, reliable, and always ready. Built for your ride.

Motor Comparison

	EP5	EP6
Motor	Shimano EP500	Shimano EP600
Torque	60Nm	85Nm
Best For	Everyday commuting, flat to moderate terrain	Hills, cargo hauling, riders over 200 lbs
Price	\$3,599	\$3,899

Key Features

Feature	Description
Shimano Mid-Drive	EP5 (60Nm) or EP6 (85Nm)—natural, responsive assistance
Modular Battery	531Wh standard, upgradeable to 708Wh for extended range
All-Condition Ready	Weather-sealed components, integrated fenders and lights
Cargo Capable	Racktime Snap-it carrier supports panniers, baskets, child seats
CUES 9-Speed	Shimano's reliable drivetrain for optimal gearing
Confidence Braking	Hydraulic disc brakes with 203mm rotors

Specifications

(Full spec table from Product Reference section)

Trust Badges

- UL 2849 & TÜV certified
  - 10+ year parts guarantee
  - Free shipping
  - 50+ Canadian dealers
- 

## 5.3 Journey PRO Product Page

URL: /products/journey-pro

### Basic Info

Field	Value
Product Title	Journey PRO
Subtitle	Set it and forget it. The bike that shifts for you.
Price	\$5,399.00 CAD
Frame Styles	Step-Thru, Step-Over
Colors	Sienna, Amethyst
Sizes	S, M, L

### Product Story

What if your bike anticipated every hill and shifted before you even thought about it? The Journey PRO makes it happen.

Shimano's Di2 electronic shifting with AUTO SHIFT technology reads your speed, cadence, and terrain—then seamlessly selects the perfect gear. No more hunting for gears on climbs. No more cross-chaining on descents. Just smooth, optimized power delivery that lets you focus on the ride.

The PRO pairs this intelligent drivetrain with Shimano's flagship EP8 motor (85Nm), RockShox air suspension, Supernova lighting with smart brake detection, and quad-piston hydraulic brakes. The 708Wh battery comes standard—no upgrade needed.

This is the Journey, perfected.

### Key Features

Feature	Description
<b>Di2 AUTO SHIFT</b>	Electronic shifting that automatically optimizes gears for terrain and cadence
<b>Shimano EP8 Drive</b>	600W motor with 85Nm torque—Shimano's flagship performance
<b>708Wh Standard</b>	Extended range included, no upgrade needed
<b>RockShox Suspension</b>	Air-sprung fork tunable to your weight and preference
<b>Supernova Lighting</b>	German-engineered 450-lumen front + smart deceleration rear
<b>Quad-Piston Brakes</b>	Superior stopping power from Shimano MT420

## Who Should Choose PRO?

The PRO is for riders who want the best and value convenience. If you face varied terrain and want optimized shifting without thinking, if you ride in low-light conditions and need superior visibility, if you appreciate premium components that deliver tangible performance—the PRO delivers.

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## 5.4 Discover Product Pages

### Discover Rigid Step-Thru

Field	Value
<b>Product Title</b>	Discover Rigid Step-Thru
<b>Subtitle</b>	Light, connected, and ready for the city
<b>Price</b>	\$3,699.00 CAD
<b>Colors</b>	Bone Grey
<b>Sizes</b>	S, M, L
<b>Status</b>	Coming April 2026

### Product Story

The future of urban mobility arrives in 2026. The Discover brings Bosch Smart System technology to Canadian streets—with over-the-air updates, customizable riding modes, and smartphone connectivity that keeps getting better.

The rigid fork model prioritizes efficiency and handling, weighing just 49.8 lbs—among the lightest in its class. Swap between 400Wh, 545Wh, or 800Wh batteries based on your needs. And OHM's twenty years of Canadian design expertise means this isn't a European import—it's purpose-built for the conditions you actually ride in.

Urban mobility, evolved.

Key Features

Feature	Description
Bosch Smart System	OTA updates, app connectivity, customizable modes, theft protection
Lightweight	49.8 lbs with rigid fork—efficient and responsive
Swappable Batteries	400Wh standard, upgradeable to 545Wh or 800Wh
Cargo Ready	Integrated rear carrier + optional front tray
Connected Experience	eBike Flow app for navigation, analytics, and personalization

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Discover Step-Thru (with Suspension)

Field	Value
Product Title	Discover Step-Thru
Subtitle	City comfort with Bosch intelligence
Price	\$3,799.00 CAD
Colors	Pacific Blue
Sizes	S, M, L
Status	Coming April 2026

Product Story

Urban streets aren't always smooth. The Discover with front suspension absorbs potholes, curb cuts, and rough pavement—delivering a more comfortable ride on real city infrastructure.

All the connected intelligence of Bosch Smart System, plus the comfort of Suntour suspension and a larger 545Wh standard battery. For riders who cover more ground or simply prioritize comfort, this is the Discover that does more.

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## 6. Supporting Pages

### 6.1 Our Story (Landing Page)

**URL:** /pages/our-story

#### Page Purpose

Hub page that introduces OHM's brand pillars: heritage, design philosophy, safety/support, and sustainability. Links to dedicated sub-pages for deeper content.

#### Hero

**Headline:**

Born in Vancouver. Built for the world.

**Subhead:**


Canada's original e-bike manufacturer, refining the ride since 2005.

#### Card Grid Layout

Four cards in 2x2 grid linking to sub-pages:

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#### Card 1: Our Story


Element	Content
Icon	 (building/heritage)



Headline	Our Story
Body	Canada's original e-bike manufacturer. Twenty years of designing, testing, and refining e-bikes for the conditions Canadian riders actually face.
CTA	Our story →
Link	/pages/our-story/heritage

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## Card 2: ACR Design Philosophy

Element	Content
Icon	 (framework/performance)
Headline	ACR Design Philosophy
Body	Every Rider. Every Path. Every Element. Our All-Condition Ready framework ensures every OHM performs—no matter who's riding, where they're going, or what the weather brings.
CTA	See the framework →
Link	/pages/our-story/acr-design


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## Card 3: Safety & Support

Element	Content
Icon	✓ (checkmark/verified)
Headline	Safety & Support
Body	UL 2849 certified. TÜV certified. Lifetime support for every owner. 10+ year parts guarantee. We stand behind every ride—from purchase to a decade later.
CTA	Our commitment →
Link	/pages/our-story/safety-support

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## Card 4: Sustainability

Element	Content
Icon	 (leaf/sustainability)
Headline	Sustainability
Body	Cleaner mobility starts with bikes built to last. ESG-aligned partnerships with Shimano and Bosch. Every model an opportunity to reduce environmental impact.
CTA	Our approach →
Link	<a href="/pages/our-story/sustainability">/pages/our-story/sustainability</a>

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## 6.1.1 Our Story – Heritage Sub-Page

URL: </pages/our-story/heritage>

### Hero

#### Headline:

Twenty years of Canadian e-bike innovation.

#### Subhead:

From a simple question to Canada's original e-bike manufacturer.

### Content

#### Section 1: Origin

Twenty years ago, we asked a simple question: what if your commute was the best part of your day?

In 2005, OHM became Canada's first e-bike company. From our North Vancouver headquarters—surrounded by mountains, rain, and some of the most demanding urban cycling terrain anywhere—we set out to build e-bikes for conditions that actually exist. Not flat Dutch bike lanes. Not sunny California boardwalks. Real Canadian riding.

#### Section 2: Our Testing Ground

Vancouver's North Shore is both our home and our ultimate testing ground. Its diverse terrain, unpredictable weather, and blend of urban and rugged

environments shape the way we design—ensuring reliability and performance that riders can trust anywhere in the world.

The rain tests our weather sealing. The hills test our motors. The mix of urban streets and forest trails tests our versatility. Every OHM is shaped by thousands of real rides in real conditions—then refined based on what we learn.

**Section 3: E-Bike Specialists**

We're not a bike company that added e-bikes. We're e-bike specialists—it's all we've done for two decades.

That focus shows in the details: components selected for serviceability, not just spec sheets. Parts availability guaranteed for 10+ years. A dealer network across Canada staffed by people who actually ride. And direct support from our North Vancouver team when you need it.

Your relationship with your bike should outlast your car lease. We're here to make sure it does.

**Timeline**

Year	Milestone
2005	Founded as Canada's first e-bike company
2010	Launched first Shimano-powered lineup
2015	Opened North Vancouver Experience Center
2020	Introduced 10-year parts guarantee
2025	Journey series with Shimano EP5/EP6/EP8
2026	Discover series brings Bosch Smart System

**CTA**

Ready to experience twenty years of refinement?

[Book a Test Ride]

URL: /pages/our-story/acr-design

## Hero

### Headline:

All-Condition Ready.

### Subhead:

Engineered to perform for every rider, on every path, through every element.

## Introduction

We call our design philosophy ACR: All-Condition Ready. It's the framework behind every decision we make—from component selection to frame geometry to the details you might never notice but will always feel.

ACR means we don't design for perfect conditions. We design for the conditions you actually face: rain on your Monday commute, hills with a loaded cargo rack, gravel paths that connect your neighborhood to the trail network.

## Three Pillars

### Every Rider

Comfort and control for all riders, no matter their experience or style.

Feature	Benefit
Micro-suspension geometry	Smoother ride over rough surfaces
Ergonomic grips and balanced posture	Comfortable position for any distance
Cargo-ready design	Ride light or load it up
Multiple assist levels	Gears and pedal assist for every pace and climb
Step-thru and step-over options	Frame style that fits your preference

### Every Path

From seawall to summit, built to handle paved roads, bike lanes, gravel paths, and forest trails.

Feature	Benefit
Vancouver terrain testing	Proven across bridges, hills, and backroads
Premium Schwalbe tires	Grip and versatility in all conditions
Front suspension	Stability and confidence on uneven ground
Robust frame construction	Handles the demands of real-world riding

### Every Element

Built to weather it all—rain, sun, or snow.

Feature	Benefit
Weather-sealed components	IPX5 water resistance protects electronics
Corrosion-resistant hardware	Alloy pedals with sealed bearings last longer
Internal cable routing	Protected from elements, cleaner appearance
Double-walled aluminum fenders	Sturdy protection from spray
Integrated lighting	Visibility in any condition, day or night

### Closing

Backed by 20 years of experience, ACR ensures every e-bike is not only designed for all conditions—it's proven in them.

### CTA

See ACR in action.

[Explore the Journey Series]

---

## 6.1.3 Our Story – Safety & Support Sub-Page

**URL:** /pages/our-story/safety-support

## **Hero**

**Headline:**

We stand behind every ride.

**Subhead:**

From the day you buy your bike to years down the road.

## **Introduction**

Among the many e-bike options available today, OHM stands apart for its unwavering commitment to rider safety and product quality. We're not just selling bikes—we're building relationships that last.

## **Safety Section**

**Headline:**

Safety you can trust.

**Body:**

Every OHM e-bike is UL 2849 certified and TÜV certified in accordance with electrical and fire-safety standards, ensuring our systems meet some of the most rigorous testing in the industry.

This isn't a marketing checkbox. E-bike battery fires are a real concern with lower-quality manufacturers. Our certification means:

<b>Standard</b>	<b>What It Covers</b>
UL 2849	Electrical system safety for e-bikes
TÜV Certification	Independent verification of safety compliance
Premium Cell Quality	LG and Bosch battery cells, not generic imports
Integrated BMS	Battery management systems that prevent overcharging

## **Support Section**

**Headline:**

Lifetime support. Not just customer service.

**Body:**

Every OHM is backed by lifetime support. As long as you own your OHM, we're here.

**Our commitment includes:**

Promise	Details
<b>10+ Year Parts Guarantee</b>	We guarantee parts availability for a minimum of 10 years from the date your model is discontinued. Your OHM won't become a paperweight because we stopped making parts.
<b>Comprehensive Resources</b>	Online archives, manuals, and resources for every model we've ever made.
<b>Canadian Service Network</b>	50+ dealers across Canada staffed by people who actually ride.
<b>Direct Support</b>	Questions? Call our North Vancouver team. Real people, real answers.

**Closing**

We're known for standing behind every ride—from purchase to a decade later—because your relationship with your bike should outlast your car lease.

**CTA**

Have questions? We're here.

[Contact Us]

---

## 6.1.4 Our Story – Sustainability Sub-Page

URL: /pages/our-story/sustainability

**Hero****Headline:**

Cleaner mobility, built to last.

**Subhead:**

Sustainability isn't just about what we make—it's about how long it lasts.

**Introduction**

E-bikes represent a powerful shift toward cleaner, smarter mobility. As more riders choose electric bikes as everyday transportation, we move closer to a future that supports the health of both the planet and our communities.

At OHM, sustainability isn't a marketing campaign. It's built into how we design, who we partner with, and how long our bikes last.

**Section 1: Cleaner Transportation**

**Headline:**

Every ride replaces a drive.

**Body:**

The average Canadian commute is under 15 kilometers—well within e-bike range. When you choose an OHM for trips that would otherwise require a car, you're directly reducing emissions, traffic congestion, and your transportation costs.

Our riders regularly report:

- Selling second cars
- Replacing short car trips entirely
- Combining e-bike with transit for longer commutes
- Reduced household transportation costs

**Section 2: Responsible Partnerships**

**Headline:**

Partners who share our values.

**Body:**

OHM partners with companies that share our commitment to sustainability:

Partner	ESG Commitment
---------	----------------



- Shimano** Carbon neutrality targets, responsible manufacturing
- Bosch** Comprehensive sustainability strategy, circular economy initiatives
- Schwalbe** Tire recycling program, sustainable rubber sourcing

Each new model is an opportunity to further reduce our environmental impact by improving our materials, integrating more efficient technologies, and advancing responsible practices throughout our process.

**Section 3: Built to Last**

**Headline:**

Sustainability includes longevity.

**Body:**

The most sustainable product is one you don't have to replace.

Budget e-bikes often need replacing in 3–4 years as parts become unavailable or components fail. An OHM is designed for a decade of riding:

Longevity Feature	Benefit
10+ year parts guarantee	Your bike stays rideable, not landfill-bound
Serviceable components	Repair instead of replace
Premium materials	Corrosion-resistant hardware lasts longer
Proven drive systems	Shimano and Bosch motors with established service networks

We're committed to supporting your OHM for as long as you own it. That's not just good service—it's responsible manufacturing.

**Section 4: Future Commitment**

**Headline:**

Always improving.

**Body:**

With each model, we refine components, materials, and manufacturing practices to reduce our environmental impact. Our commitment to "recycle, reuse, reduce, redesign" guides every generation of OHM bikes.

This combination of heritage, environment, and purpose-driven design ensures every ride delivers confidence, peace of mind, safety, sustainability, and freedom.

**CTA**

Ready to make the switch?

[Explore Our E-Bikes]

---

## 6.2 Find a Dealer

URL: /pages/find-a-dealer

**Hero****Headline:**

Find your local OHM dealer.

**Subhead:**

Test rides, professional fitting, and expert service—closer than you think.

**Functionality**

- Interactive map with dealer pins
- Search by postal code/city
- Filter by: province, services offered
- Dealer cards with: name, address, phone, hours, services

**Dealer Benefits Messaging****Why buy from a dealer?**

- **Test ride before you buy** — Feel the difference in person
- **Professional fitting** — Get the right size and setup
- **Expert assembly** — Your bike arrives ready to ride

- **Ongoing service** — Maintenance and repairs when you need them
  - **Local support** — Real people who know your riding environment
- 

## 6.3 Experience Center

URL: /pages/experience-center

### Hero

#### Headline:

Visit the OHM Experience Center.

#### Subhead:

Test ride every model. Meet the team. See where it all happens.

### Content

Our North Vancouver Experience Center is more than a showroom—it's where OHM began and where every bike is refined.

Book a visit to:

- Test ride the complete OHM lineup
- Get professional fitting and sizing advice
- See our design and testing facilities
- Meet the team behind the bikes

Whether you're ready to buy or just curious about e-bikes, we'd love to show you what twenty years of Canadian engineering looks like in person.

### Booking CTA

#### Headline:

Book your visit.

#### Form fields:

- Name
- Email
- Phone

- Preferred date/time
- What brings you in? (Test ride / Sizing / Just exploring)

## Location Info

### **OHM Experience Center**

930 Harbourside Drive, Unit 103  
North Vancouver, BC V7P 3S7

### **Hours:**

Tuesday–Saturday: 10am–5pm  
Sunday–Monday: Closed

### **Contact:**

604-770-2600  
bikes@ohmcycles.com

---

## 6.4 Warranty

URL: /pages/warranty

### **Hero**

#### **Headline:**

We stand behind every ride.

#### **Subhead:**

Lifetime support, guaranteed parts, and the confidence to ride without worry.

### **Content**

*(Note: Placeholder—needs actual warranty terms from OHM)*

**Frame & Fork:** Lifetime warranty for original owner

**Motor & Battery:** 2 years

**Components:** 2 years

**Wear Items:** Not covered (tires, brake pads, grips, etc.)

### **Support Promise**

### **10+ Year Parts Guarantee**

We guarantee parts availability for a minimum of 10 years from the date your model is discontinued. Your OHM won't become a paperweight because we stopped making parts.

### **Canadian Support**

Questions? Problems? Call us. Our North Vancouver team provides direct support—no overseas call centers, no week-long email delays.

---

## **6.5 Contact**

URL: /pages/contact

### **Hero**

#### **Headline:**

Let's talk.

#### **Subhead:**

Questions about bikes, orders, or service? We're here to help.

### **Contact Methods**

#### **General Inquiries**

bikes@ohmcycles.com  
604-770-2600

#### **Hours:**

Tuesday–Saturday: 10am–5pm PT

#### **Address:**

930 Harbourside Drive, Unit 103  
North Vancouver, BC V7P 3S7

### **Contact Form**

- Name
- Email
- Subject (dropdown: Sales / Support / Warranty / Press / Other)
- Message
- Submit

---

## 7. Product Reference

### 7.1 Current Lineup Summary

Product Page	Variant	Category	Drive	Torque	Battery	Price (CAD)	Status
Journey	EP5 Step-Thru	Adventure	Shimano EP500	60Nm	531Wh (708Wh opt)	\$3,599	Available
Journey	EP5 Step-Over	Adventure	Shimano EP500	60Nm	531Wh (708Wh opt)	\$3,599	Available
Journey	EP6 Step-Thru	Adventure	Shimano EP600	85Nm	531Wh (708Wh opt)	\$3,899	Available
Journey	EP6 Step-Over	Adventure	Shimano EP600	85Nm	531Wh (708Wh opt)	\$3,899	Available
Journey PRO	Step-Thru	Adventure	Shimano EP801	85Nm	708Wh	\$5,399	Available
Journey PRO	Step-Over	Adventure	Shimano EP801	85Nm	708Wh	\$5,399	Available
Discover Rigid	Step-Thru	Commuter	Bosch Active+	50Nm	400Wh (545/800 opt)	\$3,699	Apr 2026
Discover	Step-Thru	Commuter	Bosch Active+	50Nm	545Wh (800 opt)	\$3,799	Apr 2026

### 7.2 Legacy Models (Discontinued)

Model	Category	Drive	Price (CAD)	Status
Cruise	Commuter	Shimano E6100	\$3,499	Sell-through only
Quest 3	Adventure	Shimano EP801	\$3,999	Sell-through only

---

## 7.3 Journey Series Full Specifications

### Journey EP5 Step-Thru

#### E-BIKE SYSTEM

---

Drive Unit: Shimano DU-EP500, 500W, 60Nm  
Remote: Shimano SC-EN500  
Battery: 531Wh, Aluminum casing (Optional 708Wh)  
Charger: Smart Plus Charger, 42V4A

#### FRAME

---

Sizes: S, M, L  
Colors: Glacial  
Frame: 6061 Aluminum, Comfort Geometry, Boost 148,  
Fully Integrated Battery, Integrated Carrier,  
Internal Cable Routing, Tapered Headtube  
Fork: SR Suntour XCM34-Boost LO DS 15AH2-110 27.5", 100mm

#### COMPONENTS

---

Headset: ACROS AZF-789 ICR (Internal Cable Routing)  
Handlebar: MJ 31.8mm, Rise: 25mm, Backsweep: 7°  
Grips: VELO Comfort Ergo, Lock on  
Stem: SATORI Shorty, 45mm, Adjustable 0-+90°  
Seatpost: MJ 30.9mm  
Saddle: VELO Comfort Ergo  
Pedals: WELLGO, Aluminum body, Cr-Mo axle, sealed cartridge

#### DRIVETRAIN

---

Shifters: Shimano SL-U4010-9R, CUES, 9-speed Rapidfire Plus  
Derailleur: Shimano RD-U4000, CUES, GS 9-speed, Shadow Design  
Brakes: Shimano BL-MT200, Dual piston, Hydraulic Disc  
Rotors: Shimano SM-RT64, 203mm (F), 180mm w/Magnet (R)  
Cassette: Shimano CS-LG300-9, CUES, 9-speed, 11-46T  
Chain: KMC eGLIDE EPT, w/Quicklink  
Crankset: FSA CK-752 Forged AL6061 spider, 44T w/chainguard

## WHEELS

---

Rims: ALEXRIMS MD35, 32H  
Hubs: Shimano HB-TC500-15-B (F), Shimano FH-TC500-HM-B (R)  
Tires: Schwalbe Hurricane, Performance, 27.5 x 2.25"

## ACCESSORIES

---

Front Light: Lezyne Mini STVZO E300+, 100 LUX 300 Lumen  
Rear Light: Lezyne Super Bright STVZO, 12 Lumen  
Fenders: HEBIE Alumee, Double Wall, Aluminum  
Carrier: Racktime Snap-it 1.0, 25kg max  
Kickstand: Pletscher COMP 40

## DETAILS

---

Weight: 27.1 kg (59.7 lb)  
MSRP: \$3,599.00 CAD / \$2,599.00 USD

## Journey EP5 Step-Over

*Same specifications as Step-Thru with following geometry differences:*

Measurement	S	M	L
Standover Height	697mm	739mm	782mm
Top Tube (Effective)	595mm	608mm	635mm
Wheelbase	1195mm	1208mm	1235mm

---

## Journey EP6 Step-Thru

*Same as EP5 Step-Thru except:*

Drive Unit: Shimano DU-EP600, 500W, 85Nm (vs 60Nm)  
Colors: Noble Grey Metallic  
MSRP: \$3,899.00 CAD / \$2,799.00 USD



## Journey EP6 Step-Over

*Same as EP6 Step-Thru with Step-Over geometry*

---

## Journey PRO Step-Thru

### E-BIKE SYSTEM

---

Drive Unit: Shimano DU-EP801, 600W, 85Nm  
Remote: Shimano SC-EN610, 2.8" color LCD, Bluetooth  
Battery: 708Wh, Aluminum casing  
Charger: Smart Plus Charger, 42V4A

### FRAME

---

Sizes: S, M, L  
Colors: Sienna, Amethyst  
Frame: 6061 Aluminum, Comfort Geometry, Boost 148,  
Fully Integrated Battery, Integrated Carrier,  
Internal Cable Routing, Tapered Headtube  
Fork: RockShox Recon Silver RL-D1, Air, 15x100mm, 100mm

### COMPONENTS

---

Headset: ACROS AZF-789 ICR (Internal Cable Routing)  
Handlebar: MJ 31.8mm, Rise: 25mm, Backsweep: 7°  
Grips: VELO Comfort Ergo, Lock on  
Stem: SATORI Shorty, 45mm, Adjustable 0-+90°  
Seatpost: MJ 30.9mm  
Saddle: VELO Comfort Ergo  
Pedals: WELLGO, Aluminum body, Cr-Mo axle, sealed cartridge

### DRIVETRAIN

---

Shifters: Shimano SW-EN605-R  
Derailleur: Shimano RD-U8050, CUES, SGS 11-speed, Shadow, Di2  
Brakes: Shimano BL-MT420, Quad piston, Hydraulic Disc  
Rotors: Shimano SM-RT64, 203mm (F), 180mm w/Magnet (R)  
Cassette: Shimano CS-LG400-11, CUES, 11-speed, 11-50T

Chain: KMC eGLIDE EPT, w/Quicklink  
Crankset: FSA CK-752 Forged AL6061 spider, 44T w/chainguard

## WHEELS

---

Rims: ALEXRIMS MD35, 32H  
Hubs: Shimano HB-TC500-15-B (F), Shimano FH-TC500-HM-B (R)  
Tires: Schwalbe Hurricane, Performance, 27.5 x 2.25"

## ACCESSORIES

---

Front Light: Supernova M99 Mini Pure 12V, 450lm, 150lx  
Rear Light: Supernova TL3 MAX 12V w/Deceleration Brake Light  
Fenders: HEBIE Alumee, Double Wall, Aluminum  
Carrier: Racktime Snap-it 1.0, 25kg max  
Kickstand: Pletscher COMP 40

## DETAILS

---

Weight: 26.1 kg (57.7 lb)  
MSRP: \$5,399.00 CAD / \$3,899.00 USD

---

# 7.4 Discover Series Full Specifications

## Discover Rigid Step-Thru

### E-BIKE SYSTEM

---

Drive Unit: Bosch Active Line Plus, Smart System, 600W, 50Nm  
Remote: Bosch LED Remote  
Battery: Bosch PowerPack 400 Frame (545Wh/800Wh optional)  
Charger: Bosch 2A

### FRAME

---

Sizes: S, M, L  
Colors: Bone Grey

Frame: 6061 Aluminum, Comfort Geometry, External Battery,  
Integrated Carrier, Internal Cable Routing,  
Tapered Headtube  
Fork: Hydroformed Tapered Rigid, 15x100mm thru-axle

## COMPONENTS

---

Headset: FSA CR11 Dual (Internal Cable Routing)  
Handlebar: MJ-TR-01, 31.8mm, Rise: 40mm, Backsweep: 35°  
Grips: Comfort Ergo, Lock on  
Stem: SATORI UP3, 90/110mm, Adjustable 0-+90°  
Seatpost: MJ 30.9mm  
Saddle: Comfort Ergo  
Pedals: WELLGO, Aluminum body, Cr-Mo axle, sealed cartridge

## DRIVETRAIN

---

Shifters: Shimano SL-U4010-9R, CUES, 9-speed Rapidfire Plus  
Derailleur: Shimano RD-U4000, CUES, GS 9-speed, Shadow Design  
Brakes: Shimano BL-MT200, Dual piston, Hydraulic Disc  
Rotors: Shimano SM-RT64, 180mm  
Cassette: Shimano CS-LG300-9, CUES, 9-speed, 11-46T  
Chain: KMC eGLIDE EPT, w/Quicklink  
Crankset: Forged AL6061 Spider, 42T w/chainguard

## WHEELS

---

Rims: ALEXRIMS FR30, 32H  
Hubs: Shimano HB-TC500-15 (F), Shimano FH-TC500-HM (R)  
Tires: Schwalbe Big Apple, Performance, 27.5 x 2.15"

## ACCESSORIES

---

Front Light: INFINI I-610PS, STVZO, 80 LUX, 200 Lumen  
Rear Light: INFINI I-800R, STVZO, 16-chip COB, 15 Lumen  
Fenders: Double Wall, Aluminum  
Carrier: Integrated Carrier, Snap-it 2.0 Compatible, 27kg max  
Kickstand: Aluminum, Rear Mount  
Front Carrier: Optional, Aluminum, with Light mount, 10kg max

## DETAILS

---

Weight: 49.8 lb (22.5 kg)  
MSRP: \$3,699.00 CAD / \$2,699.00 USD  
Status: Shipping April 2026

### **Discover Step-Thru (with Suspension)**

*Same as Rigid except:*

Fork: Suntour MOBIE-A32 Coil LO DS 15AH2 27.5", 63mm  
Battery: Bosch PowerPack 545 Frame (800Wh optional)  
Colors: Pacific Blue  
Weight: 52.6 lb (23.9 kg)  
MSRP: \$3,799.00 CAD / \$2,799.00 USD

---

## **7.5 Legacy Model Specifications**

### **Cruise (Discontinued)**

Drive Unit: Shimano E6100, 60Nm  
Battery: 504Wh, in-tube, removable  
Display: Shimano E5000 LCD  
Drivetrain: Shimano Deore 10-speed  
Brakes: Shimano MT200, dual-piston, 180mm  
Fork: ADVANCE aluminum rigid, tapered  
Tires: Schwalbe Big Ben 27.5 x 2.0"  
Weight: 49.7 lb (22.5 kg)  
Frame Sizes: 16.5", 18.5", 20.5"  
Frame Style: Ultra low-step only  
MSRP: \$3,499.00 CAD  
Status: Discontinued – selling through remaining inventory

### **Quest 3 (Discontinued)**

Drive Unit: Shimano EP801 (EP8), 85Nm  
Battery: 504Wh, in-tube, removable  
Display: Shimano E5003 LCD  
Drivetrain: Shimano Deore 10-speed  
Brakes: Shimano MT420, quad-piston, 180mm

Fork: RST FIRST XC, air spring, 100mm, fully adjustable  
Tires: Schwalbe Big Ben 27.5 x 2.0"  
Weight: 52.9 lb (23.9 kg)  
Frame Sizes: 16.5", 18.5", 20.5"  
Frame Style: Step-over only  
Colors: Pearl, Platinum  
MSRP: \$3,999.00 CAD  
Status: Discontinued – selling through remaining inventory

---

## 7.6 Range Estimates

Range varies based on assist level, terrain, rider weight, wind, and temperature. Estimates assume average conditions and 180 lb rider.

### Journey Series

Model	Battery	Eco	Tour	Sport	Turbo
EP5/EP6	531Wh	100–130 km	70–100 km	50–70 km	35–50 km
EP5/EP6	708Wh	130–170 km	95–130 km	65–95 km	45–65 km
PRO EP8	708Wh	120–160 km	85–120 km	60–85 km	40–60 km

### Discover Series

Model	Battery	Eco	Tour	Sport	Turbo
Discover	400Wh	60–90 km	45–65 km	30–45 km	20–30 km
Discover	545Wh	80–120 km	60–90 km	40–60 km	30–45 km
Discover	800Wh	120–180 km	90–130 km	60–90 km	45–65 km

### Factors That Reduce Range

- Hills: 20–40% reduction depending on grade
- Headwind: 15–25% reduction
- Cold (<0°C): 10–20% reduction
- Rider weight: 10–15% reduction per 30 lbs over 180 lbs
- Cargo: Proportional to added weight

---

## 7.7 Accessory Compatibility

### Rear Carriers

Model	Standard	Max Load	Compatible Systems
Journey (all)	Racktime Snap-it 1.0	25 kg	Racktime bags, Basil, Yepp seats
Discover	Racktime Snap-it 2.0	27 kg	Snap-it 2.0 + backwards compatible
Cruise	Racktime	25 kg	Standard Racktime
Quest 3	Racktime	25 kg	Standard Racktime

### Front Carriers

Model	Option	Max Load
Discover	OHM aluminum tray	10 kg
Journey	Third-party (Tubus, Blackburn)	Varies

### Battery Upgrades

Model	Standard	Options	Approx. Cost
Journey EP5/EP6	531Wh	708Wh	\$400–500
Journey PRO	708Wh	N/A	—
Discover Rigid	400Wh	545Wh, 800Wh	\$300–600
Discover Susp.	545Wh	800Wh	\$200–400

---

## 8. Copy Bank

### 8.1 Headlines

## **Brand-Level**

- "Designed for your daily escape."
- "Freedom in motion."
- "Canadian-engineered. Rider-refined."
- "Twenty years of refinement. One perfect ride."
- "Built for your ride."

## **Product-Level**

- "Adventure starts here." (Journey collection)
- "Urban mobility, connected." (Discover collection)
- "The bike that shifts for you." (Journey PRO)
- "More torque for the hills you face." (Journey EP6)
- "Light, connected, and ready for the city." (Discover Rigid)

## **Transformation**

- "Transform your commute into your favorite part of the day."
- "From stuck in traffic to freedom in motion."
- "What if your commute was the best part of your day?"
- "Reclaim your morning."

## **Trust**

- "We stand behind every ride."
  - "Your relationship with your bike should outlast your car lease."
  - "Lifetime partnership, not just customer service."
- 

## **8.2 CTAs**

### **Primary (Conversion)**

- "Book a Test Ride"
- "Add to Cart"
- "Reserve Yours" (pre-order)
- "Find a Dealer"

### **Secondary (Engagement)**

- "Explore E-Bikes"
- "Shop Adventure"







- "Shop Commuter"
- "Learn More"
- "Read Our Story"
- "Compare Models"

### Tertiary (Lead Capture)

- "Join Waitlist"
- "Subscribe"
- "Get Updates"

---

## 8.3 Trust Badges

Badg e	Text
	Canadian-designed since 2005
	UL 2849 & TÜV certified
	10+ year parts guarantee
	50+ Canadian dealers
	Free shipping over \$100
	Lifetime frame warranty

---

## 8.4 Testimonial Templates

### Format:

"[Transformation statement + specific benefit]"  
 — [First Name], [City], [Model Owned]

### Examples:

"I sold my second car. Between my OHM and transit, I don't need it anymore."  
 — Sarah, North Vancouver, Journey EP6



"I was nervous about riding in the rain. After a year with my OHM, I ride in everything."

— Michael, Vancouver, Journey PRO

"At 62, I wasn't sure an e-bike was for me. Now I ride more than I did in my 30s."

— Patricia, Victoria, Journey EP5 Step-Thru

"The Di2 auto-shifting is a game changer. I just pedal—the bike figures out the rest."

— James, Calgary, Journey PRO

---

## 8.5 Objection Responses

### **"It's too expensive"**

"The upfront cost is higher than budget brands, but here's what you get: TÜV-certified safety, Shimano/Bosch drive systems with global service networks, and our 10-year parts guarantee. Budget e-bikes often need replacing in 3–4 years. An OHM is built to last a decade."

### **"I don't need that much bike"**

"Most riders underestimate what they'll use. That 'short commute' becomes errands, weekend rides, and new routes. Having capability you don't always use means you never hit a wall when you want to do more."

### **"I'll wait for prices to drop"**

"E-bike prices have stabilized as the technology matured. What changes is availability—popular models sell out—and incentive programs that may not last. If you're ready, buying now usually works out better than waiting."

### **"What about battery replacement?"**

"OHM batteries last 500–1,000 charge cycles (3–7+ years of regular riding). Replacements cost \$800–\$1,200. But the key difference: we guarantee parts for 10+ years. Budget brands often discontinue batteries within 3–4 years."

---

## 9. Technical Guidelines

## 9.1 Image Specifications

### Product Images

- Primary: 2000x2000px, white background, 3/4 angle
- Gallery: 1500x1500px min, lifestyle + detail shots
- Format: WebP with JPEG fallback
- File size: <500KB

### Lifestyle Images

- Hero: 2560x1440px minimum (16:9)
- Section: 1920x1080px minimum
- Mobile: Provide vertical crop alternatives

### Alt Text

- Descriptive: "Journey EP6 Step-Thru e-bike in Noble Grey Metallic"
  - Avoid: "IMG\_1234" or "bike photo"
- 

## 9.2 SEO Guidelines

### Page Titles

Format: `[Product/Page Name] | OHM Electric Bikes`

Examples:

- "Journey | OHM Electric Bikes"
- "Journey PRO | OHM Electric Bikes"
- "Adventure E-Bikes | OHM Electric Bikes"
- "Find a Dealer | OHM Electric Bikes"

### Meta Descriptions

- 150–160 characters
- Include primary keyword + value proposition
- End with CTA where appropriate

Examples:

- Product: "The Journey combines Shimano mid-drive with Canadian engineering. EP5 or EP6 motors, modular battery, all-condition design. From \$3,599 CAD."
- Collection: "Adventure e-bikes built for Canadian conditions. Journey series with Shimano EP5, EP6, and EP8 motors. Test ride at 50+ dealers."

## H1 Guidelines

- One H1 per page
  - Match page title intent
  - Include primary keyword naturally
- 

## 9.3 Shopify-Specific Notes

### Theme: Concept by RoarTheme

- Scrollspy navigation available
- Sticky buy box supported
- Custom Liquid sections recommended for homepage

### Metafields to Configure

- `product.subtitle` — Short tagline under product title
- `product.features` — JSON array for feature cards
- `product.specs` — Structured specification data
- `product.status` — "available" / "pre-order" / "discontinued"

### Collection Filtering

Enable filters for:

- Frame style (Step-Thru, Step-Over)
  - Motor (EP5, EP6, EP8, Bosch)
  - Price range
- 

## Document Maintenance

**Owner:** Marketing

**Review Cycle:** Quarterly or with product launches

**Last Review:** December 2025

## Change Log

Date	Version	Changes
Dec 2025	2.0	Complete rewrite with Massif brand integration
Sep 2024	1.0	Original homepage guide

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*This document is confidential and intended for internal use. Pricing and specifications subject to change without notice.*