

# Two Questions That Cut Through the eBike Noise

Choosing an eBike can feel harder than it should be.

There are hundreds of models.

Endless specs.

YouTube reviews.

Forums.

Articles.

And now AI answers.

Motor torque.

Battery size.

Mid-drive vs hub-drive.

Suspension, tyres, geometry...

Research is helpful — genuinely helpful.

But here's a useful question to ask yourself:

**Is your research helping you decide... or mostly confirming what you already think?**

If you search long enough, you can usually find evidence for almost anything.

AI works in a similar way.

It's excellent at summarising information, but it will often reinforce the direction you're already leaning.

That's not a flaw.

That's just the nature of research.

So the real question becomes:

**How do you cut through the noise and make a good decision?**

After helping thousands of riders choose their bikes, two simple questions usually bring surprising clarity.

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# Question 1

## What riding will you actually do most of the time?

Most people start with a very clear picture.

Commuting  
Bike paths  
Rail trails  
Café rides  
Weekend exploring

Then something interesting happens.

The mind drifts into **“maybe one day” territory**.

Maybe one day I'll ride serious mountain trails.  
Maybe one day I'll tour across the country.  
Maybe I should get the biggest motor... just in case.

So pause and ask yourself:

### **How often will I realistically do that?**

Because the moment a bike is designed for “maybe one day”, it usually becomes:

- heavier
- more expensive
- less enjoyable for the riding you'll actually do.

A more useful question is often:

### **What riding will I probably do 90% of the time?**

That's usually where the right bike becomes obvious.

Comfortable.  
Easy to ride.  
Reliable.

Those three things tend to matter far more than most specifications.

## Question 2

### If several bikes would work well... does it really matter which one you choose?

Many people believe there is **one perfect bike**.

But in reality, once you narrow things down to three, four or five solid bikes, the differences are usually quite small.

So the better question becomes:

#### Am I choosing between good bikes... or searching for the perfect one?

There's a well-known psychology experiment that illustrates this idea.

Participants were given one of two paintings.

One group chose their painting.

The other group was simply given one randomly.

Months later, researchers asked how much they liked their painting.

Surprisingly, the group that **didn't choose** liked their painting more.

Why?

Because when we choose, we often keep wondering:

#### Did I make the wrong decision?

Psychologists call this **decision overload**.

And it appears constantly when people are choosing bikes.

## One Last Question

### Do people actually regret buying an eBike?

After helping thousands of riders, something interesting stands out.

We almost never see buyer's remorse.

Instead we hear things like:

*“I’m riding more than I have in years.”*

*“We’re exploring places we never used to go.”*

*“Why didn’t I do this earlier?”*

Once people start riding, the months of research and comparison tend to disappear.

They simply ride.

## Want a Quick Steer?

If you'd like a quick pointer, a few simple questions usually point you in the right direction.

Start here:

👉 <https://www.ebikesdirect.com.au/tools/perfect-product-finder/ebike-recommender>

Or browse some practical guides here:

👉 <https://www.ebikesdirect.com.au/blogs/news>

If you're curious, you can also read a preview of this article here:



<https://docs.google.com/document/d/1LZwtMrUu1CkIpL0Q8-RWhWalb5cut0QGHD-uhFrQbFk/e/dit?usp=sharing>

And if you'd like a quick steer, you're always welcome to reach out.

Sometimes a five-minute conversation saves hours of research.

— Danny Bishop

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