MISSION STATEMENT

Cycle Volta covers electric-assist bicycles, micromobility, and electric motorcycles. Primary emphasis is on pedelecs, but we seek freedom and fun on two wheels.

“Volta” of course evokes the electric nature of our pursuit, but it is also an Italian word for “turn” commonly used in poetry to describe a shift in thought or argument in sonnets.

Volta. Italian word for “turn.” In a sonnet, the volta is the turn of thought or argument: in Petrarchan or Italian sonnets it occurs between the octave and the sestet, and in Shakespearean or English before the final couplet.
The rapid growth of *Cycle Volta* was reflected in 2019’s fourth quarter, when a major OEM took part in Bonnier Motorcycle Group’s most successful digital campaign — both in terms of engagement (CTR) and in fulfillment.

A mix of standard and high-impact banner ads showcased on *Cycle Volta* achieved a CTR that quadrupled BMG’s standard banner retention benchmark. Additionally, e-newsletters performed at an astounding 57% open rate, with a 29% CTR!

**What does *Cycle Volta* cover?**

- **Ebike basics** — Covering all things electric mobility
- **No pedals** — Sleek electric motorcycles, throttle-controlled bikes, or balance bikes
- **eMTBs** — Analyzing those bikes that can power even the most rugged terrain
- **Reviews** — Our team of experts puts everything to the test from bikes and accessories to trending technology
BRAND OVERVIEW

ONLINE

Former Bicycle Retailer and Industry News (BRAIN) managing editor Toby Hill was recently named Cycle Volta’s inaugural Editor-in-Chief.

Prior to BRAIN, Hill worked as a writer and editor at major outlets including daily metro newspaper the Orange County Register, entertainment trade publications the Hollywood Reporter and Back Stage magazine, and B2B publisher Crain Communications.

Cycle Volta’s editorial goal is to show how useful and fun bikes can be with some electric assistance. In addition to ebikes, Hill’s vision is to cover the latest developments in other forms of electric mobility, including escooters and electric motorcycles.

If it has two wheels and an electric motor and helps get you safely to your destination, Cycle Volta will cover it!
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