

*Faraday*

## Dealer Handbook

Version 1  
January 8, 2016

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# Welcome to team Faraday!

We founded Faraday because we believe that the more people who ride bikes in our streets, cities, and neighborhoods, the more vibrant and enjoyable those places will become. We know that electric bikes make it possible for vastly more people to become every day bike riders.

Simplicity is at the core of Faraday's DNA, though our bikes are anything but simple. People care deeply about owning an ebike with state of the art engineering and sufficient power, range, and functionality to meet their needs, and Faraday delivers. But at the end of the day we believe that what our riders value most is owning a bike from a brand that shares their values – a bike they're proud to own and ride every day. A bike that never fails to get a glance from an admiring stranger, who comments ... "Hey, that is a REALY cool bike!."

The ebike market is booming, but it is still very new. And that means people need help. Help choosing the right model. Picking a cool helmet. Justifying the investment. Learning their local bike routes. You're now our partner in helping people make the leap into being a Faraday rider, and we're thrilled to work with you in introducing more people to the joys of electric transportation.

We look forward to working together over the coming months and years to grow your Faraday sales. More importantly, we look forward to helping you turn every Faraday sale into multiple Faraday sales through programs that drive engagement with and enthusiasm for your shop and the Faraday brand.

This document provides clear documentation on a number of the service tasks you may need to perform on a Faraday. We've also pulled together a snapshot of the marketing programs we've put in place to help drive riders into your store, and to make sure your customers are well positioned to become Faraday advocates and drive new riders to you.

In addition, we're always open to collaborating with you to meet the specific needs of your shop, or your community. So please never hesitate to reach out with ideas or requests.

Thanks, and welcome aboard.

Adam Vollmer  
Founder and CEO

A handwritten signature in black ink, appearing to read 'Adam Vollmer', is positioned below the typed name and title.



Ride like a kid again

## OUR STORY

At Faraday we have one goal: Make bikes that are so much fun to ride, you'll want to ride them everywhere. To us, that meant obsessing over every detail until we had an electric bike that feels as much like a regular bike as humanly possible. Only better, because it's electric.

The key is a balanced, light-weight, design and an electric assist that's so smooth and effortless, it feels like a natural extension of the rider. Add to that Faraday's array of accessories and award-winning style, and you've got a bike that people love to ride - and love to tell their friends about. And if there's one thing we've learned while riding our Faradays around town, it's that these bikes will make you plenty of friends.

## OUR BIKES



THE FARADAY PORTEUR



THE FARADAY PORTEUR S

"The Most Elegant E-Bike Ever"  
- Bicycling Magazine





# FARADAY PORTEUR

## THE AWARD-WINNING ORIGINAL

With enough power and premium components to manage even the hills of San Francisco, the Porteur will leave you searching for new excuses to ride your bike thanks to its:

- 8-speed Shimano Alfine internal hub
- Gates carbon belt drive
- Avid BB7 brakes
- Hand-bent bamboo fenders
- Leather grips
- Light-weight design at only 39 pounds
- Torque and cadence pedal assist
- 250W (350W peak) motor
- 240Wh battery for approx. 20 miles of assisted riding
- Integrated front and rear lighting
- E-ink battery-life display
- Off, Standard, and BOOST assist modes
- Optional accessories, including matching front and rear racks, and leather lock holder

The Porteur comes in either Classic White or British Racing Green, and in your choice of three sizes. MSRP \$3499





# FARADAY PORTEUR S

THE STYLE AND SPEED OF A FARADAY IN A MORE AFFORDABLE PACKAGE

We've taken the award-winning power-train, battery, and electronics from our flagship model, and complemented it with:

- 5-speed Sturmey-Archer internal hub
- Avid BB5 disc brakes
- Alloy fenders
- Synthetic grips
- Light-weight design at only 39 pounds
- Torque and cadence pedal assist
- 250W (350W peak) motor
- 240Wh battery for approx. 20 miles of assisted riding
- Integrated front and rear lighting
- E-ink battery-life display
- Off, Standard, and BOOST assist modes
- Optional accessories, including matching front and rear racks, and leather lock holder

The Porteur S comes in either Classic White or Faraday Grey, and in your choice of three sizes. MSRP \$2799





## FARADAY RIDERS SIMPLY LOVE THEIR BIKES

"I've test-ridden a dozen of the top (eBike) brands, and none of them satisfied me. But as soon as I hopped on the Faraday, I knew I'd finally found the right bike." - Christine

# 78%

are highly likely to recommend Faraday to a friend (higher than Apple)

"I love my bike. I love riding my bike, looking at my bike and talking to people about my bike." - Cheryl

"Beyond using it to commute to work I find that I just look for excuses to ride it. It's really a pleasure to ride." - Bill

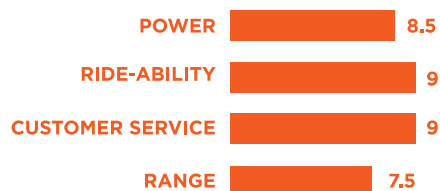
"My commute to work is laden with big, steep hills and I just love CRUSHING those hills." - Agnes

# 60%

ride at least 4x a week  
50% commute to work

"My Porteur has captured/ dominated my summer. I love this bike!" - Richard

On a scale of 1-10, our riders gave us the following satisfaction ratings



"(My Faraday) is totally comfortable, always reliable, easy to manage, and the electric assist makes dealing with hills and distances an absolute pleasure." - Zeca

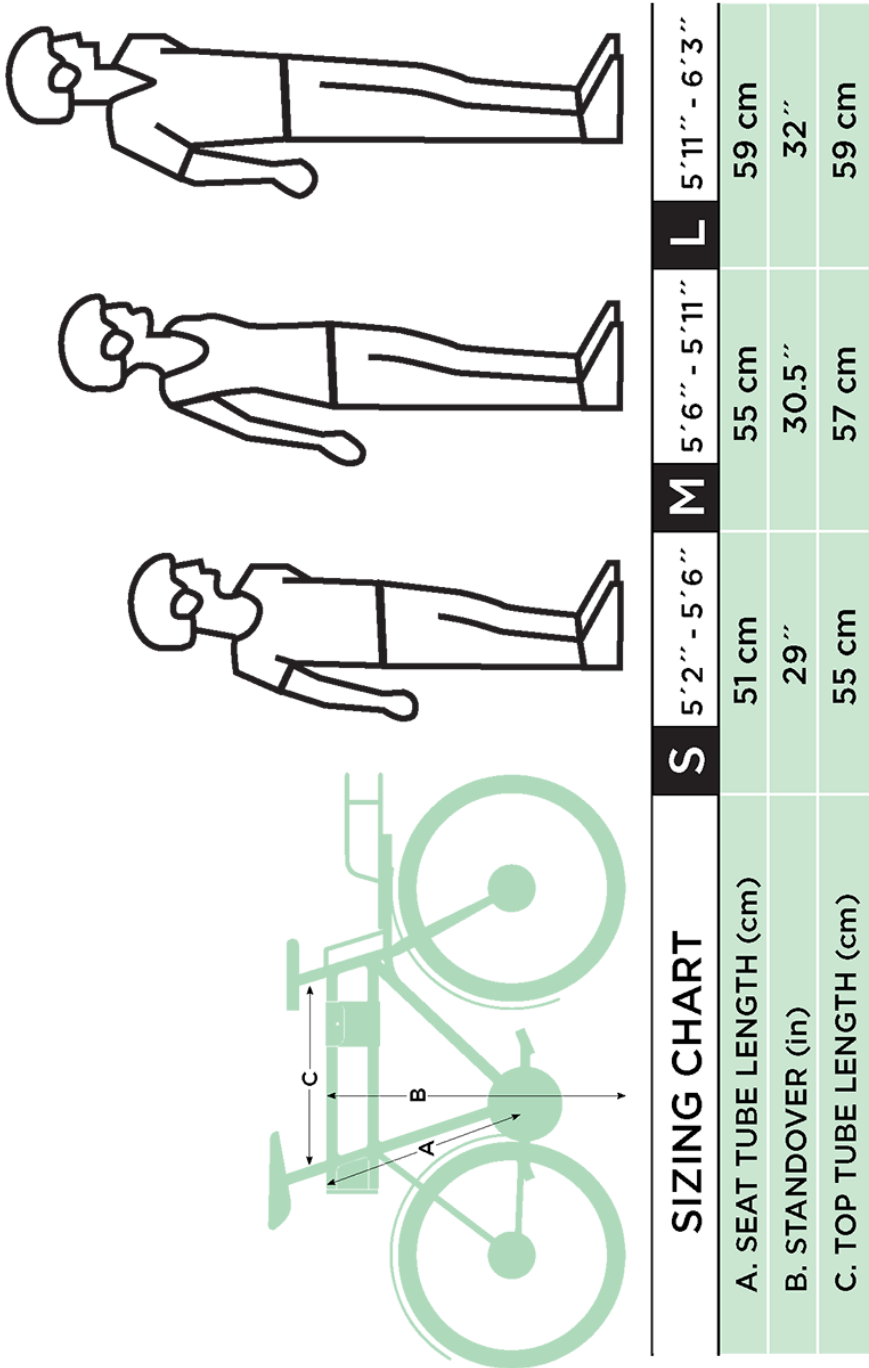




“My Faraday has taken all the sweat  
out of my commute and replaced it  
with a grin...love it with or without  
the pedal assist...beautiful bike  
beautifully made...”

- Jono

Faraday Size Chart



## **Faraday Demo Program**

We know that the best way to get people to buy a Faraday is to get them to try a Faraday. That's why we offer special pricing demo bikes that you can purchase and use for a year before then selling off at an agreed-upon discounted rate.

In addition to offering special pricing on demo bikes, we will call you out as a demo dealer on our website and let visitors know they should call you to arrange a ride. If you have thoughts/feedback on how we could be of further help in getting people in to your store to try your demo bikes, please don't hesitate to let us know.

We look forward to working with you to drive qualified riders into the shop and turn them into sales!



## Faraday Riders Club

As you know, word of mouth is one of the most powerful marketing tools around. We've seen this first-hand with Faradays, as one sale can quickly lead to two, which then turns into four or five as word spreads among a highly qualified group.

So we've designed a program to amplify that impact. Not only giving our existing riders a way to stay engaged with Faraday and your shop, but a way to pass on the love through a referral program and group rides with their friends and other Faraday owners.

By supporting this program, including support for the occasional 'Free friends weekend' demo rides and referral bonuses for customers, you can tap directly into the viral goodness that comes with selling "The most elegant eBike ever."

### How you can help

The best thing you can do to help us create greater word-of-mouth is to sign up every rider for the Faraday Riders Club. You can either do that by hoping on the computer with your new customer before they even leave the store and entering their contact information at <https://www.faradaybikes.com/frc/>.

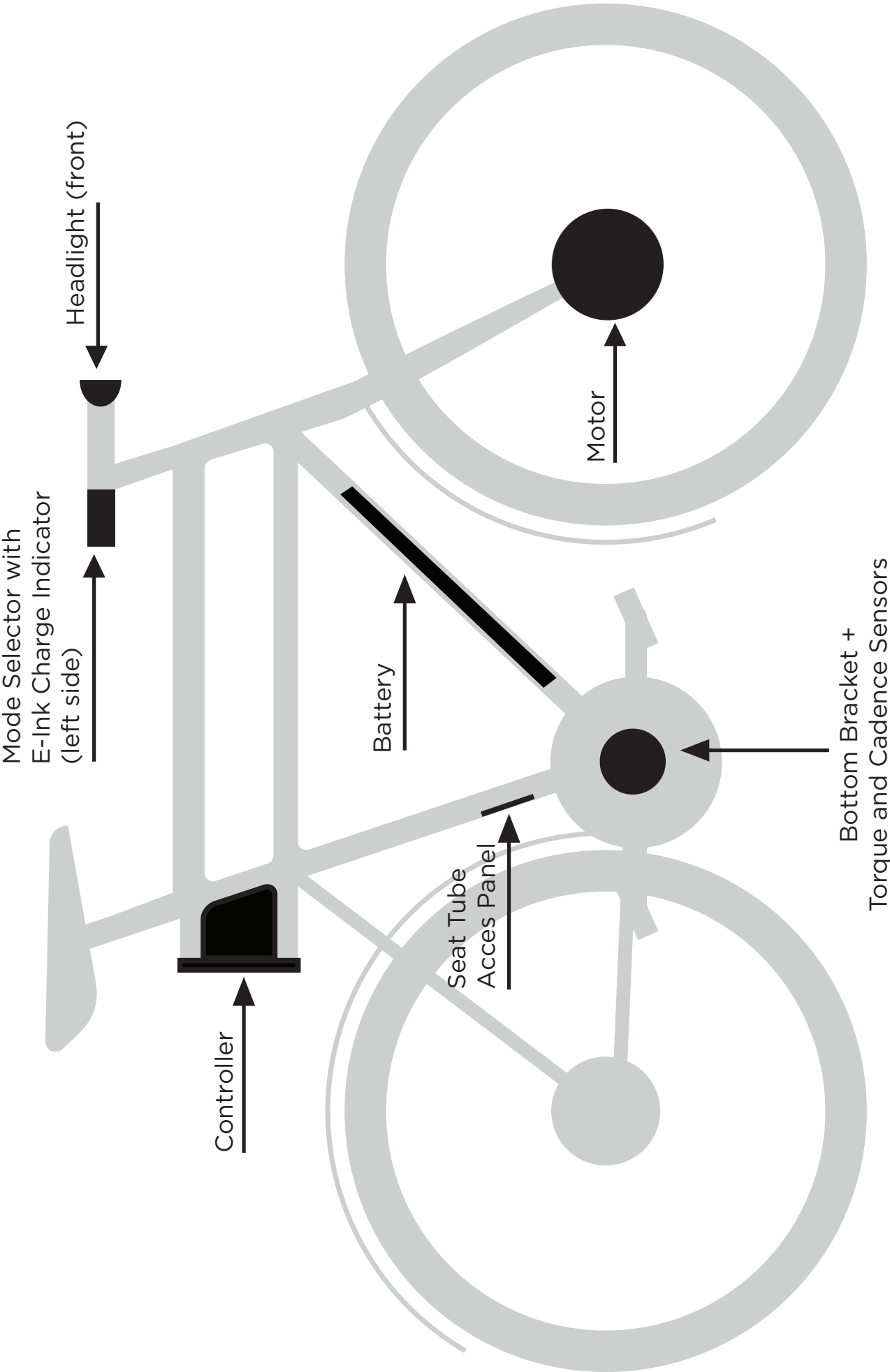
A simpler thing to do is to make sure they get the FRC brochure that we provide and let them know that there are tons of great benefits to being a member. Those benefits are:

- Group rides (which we would love to arrange through you)
- Referral coupons for friends and family
- Free Faraday friends weekends
- Exclusive access to FRC gifts and gear

The final way you can help is by participating in Riders club events - or even hosting them. We would love to be able to gather all of the FRC members in your area at your shop to start a group ride. Or make sure they know that your shop is where they should send any referrals. And having you sign them up when they purchase is the best way to cement that connection.

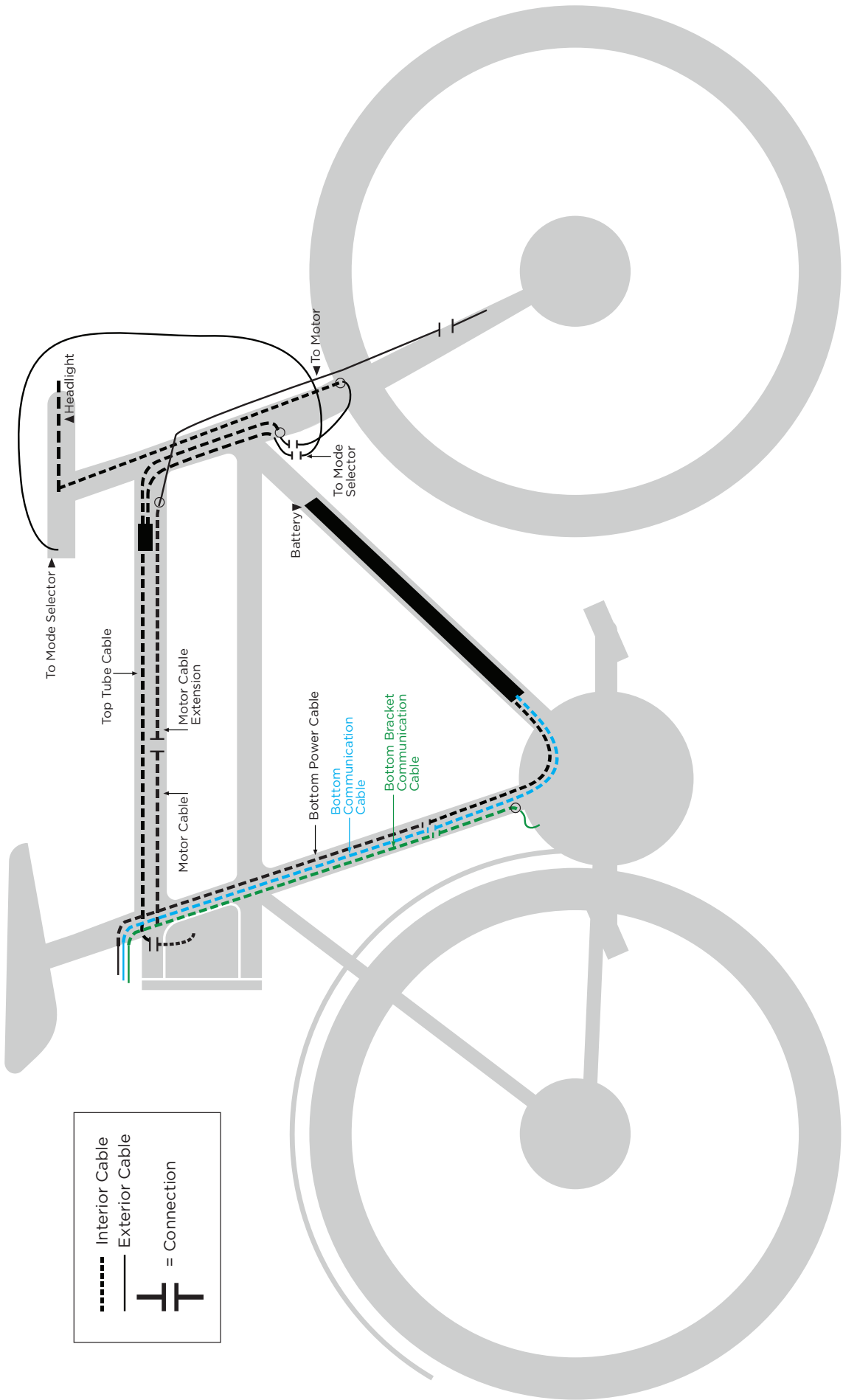


# Faraday Component Diagram





# Faraday Wiring Diagram





**Replacing the Controller Housing**  
on a Faraday Porteur and Porteur S  
1.12.16\_v1

### **Supplies and Tools needed:**

- Flush cut clippers
- Electrical tape
- 3mm hex key
- 5mm hex key
- Needle Pliers
- 2mm hex key
- 2.5 mm hex key
- Water proof bicycle grease
- Small Zip ties (2)

**Step 1** Remove the zip ties securing the motor cable to the fork (1.1, 1.2) and disconnect the motor cable from the front wheel (1.3).



1.1



1.2



1.3

**Step 2** Use strips of electric tape to protect the motor cable housing from damage. (2.1, 2.2, 2.3, 2.4)



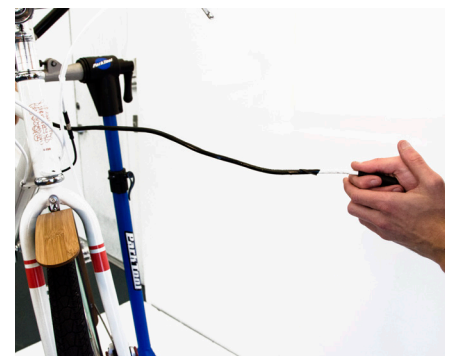
2.1



2.2



2.3



2.4

**Step 3** Remove the seat tube access cover (3mm hex key) (3.1, 3.2, 3.3) and disconnect all three cables (3.4, 3.5).



3.1



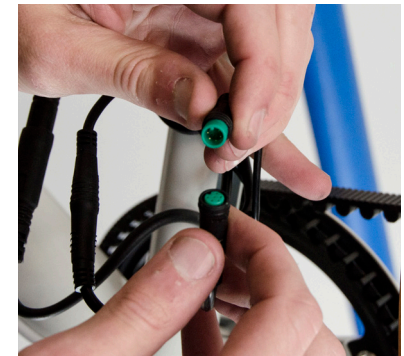
3.2



3.3



3.4



3.5

**Step 4** Remove the seat post (4.1) the seat post clamp (4.2) and use pliers to remove the seat tube liner insert. (5mm bolt) (4.3, 4.4)



4.1



4.2



4.3



4.4



**Step 5** Remove the side plates from the controller housing (2mm hex key). (5.1, 5.2)



5.1



5.2

**Step 6** Disconnect the controller housing bracket from the frame (2.5 hex key). (6.1, 6.2)



6.1



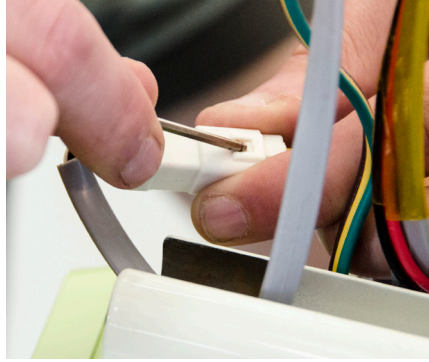
6.2

**Step 7** Carefully uncoil the cables from the controller housing. (7.1)

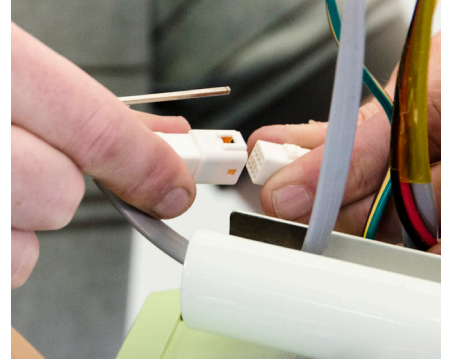


7.1

**Step 8** Disconnect the gray headlight/selector cable by pushing against the latch clip with a small hex key. (8.1, 8.2)



8.1



8.2

**Step 9** Remove the battery cable and bottom bracket cable from the seat tube. (9.1, 9.2)



9.1

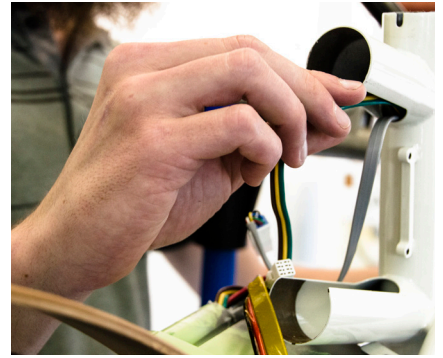


9.2

**Step 10** Remove brown, yellow and green motor cables from top tube. At the front of the bike (10.1) guide the motor cable into the frame while at the same time removing the cable from the back of the bike. (10.2, 10.3)



10.1

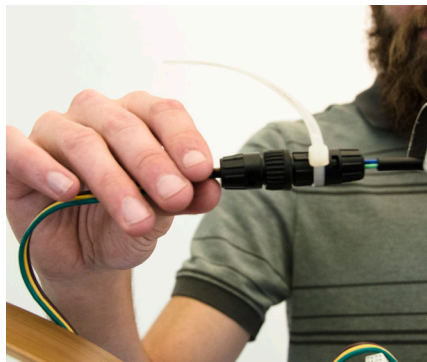


10.2

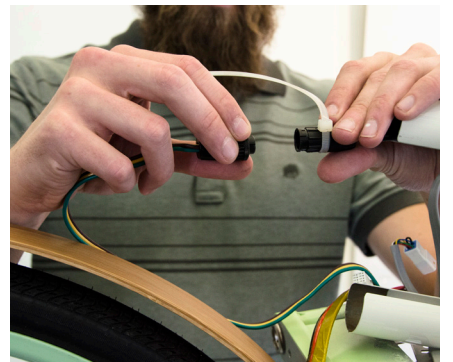


10.3

**Step 11** Stop removing the motor cable when the motor cable connector is accessible (11.1). Twist motor cable connector to detach motor cable. (11.2)

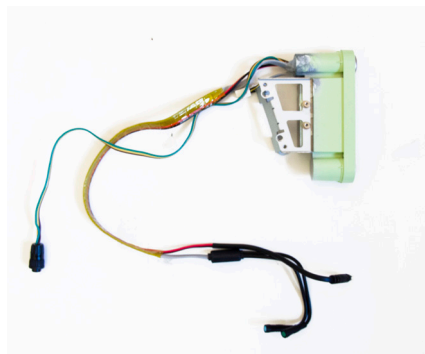


11.1



11.2

**Step 12** Now the old controller housing is completely detached. Set it aside and return to Faraday Bicycles. (12.1)



12.1



**Step 13** Feed the taped seat tube cables from the new controller housing into the rear of the top tube (13.1) and down the seat tube. (13.2)



13.1



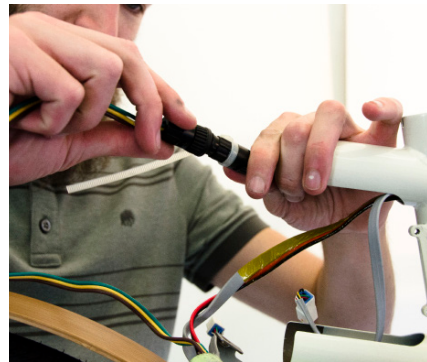
13.2

**Step 14** Excess cable will come out the seat tube access panel. This excess should be long enough to reach the top of the kickstand mount. (14.1)



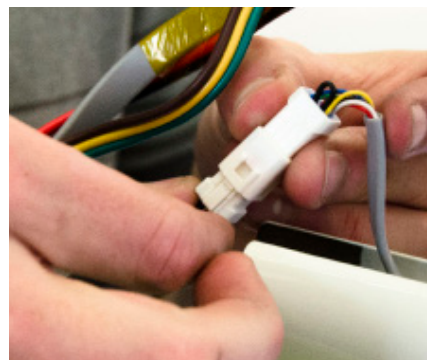
14.1

**Step 15** Connect the motor cable. (15.1)



15.1

**Step 16** Connect the headlight/selector cable. (16.1)



16.1

**Step 17** Slide the motor cable into the rear of the top tube (17.1) and out the front of the frame (17.2). Stop when the taped portion of the motor cable has been fully removed from the frame.



17.1



17.2

**Step 18** At the rear of the top tube, separate the three cables which run through the frame. The taped battery and bottom bracket cable should run down the seat tube. The motor cable (brown, yellow and green) and the headlight/selector cable (gray) run on the right and left sides of the top tube (18.1).



18.1

Grease the seat tube liner and align so that the longer leg is oriented to the drive side of the bike. (18.2)

Insert the seat tube liner into the seat tube. Ensure the cables are routed to the sides of the seat tube, between the seat tube liner and the seat tube. Check that the cables are in the correct location and not being pinched or sheared as the seat tube liner is inserted.

There should be little to no resistance as the seat tube liner is being inserted. If the seat tube liner is difficult to insert remove the liner, check cable location and insert again. (18.3)

Insert the seat tube liner fully into the seat tube. The bump on the seat tube will slip into the notch of the seat tube.



18.2



18.3



**Step 19** Fold excess cable into the controller bracket; re-attach bracket to frame with bolts (2.5 mm hex key). (19.1, 19.2)



19.1



19.2

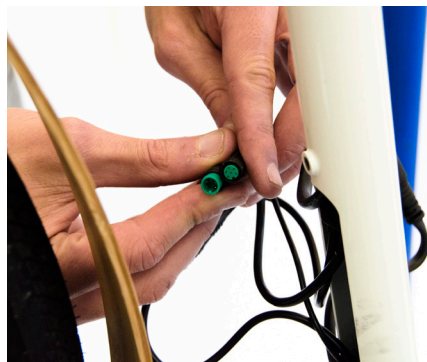
**Step 20** Connect the three plugs at the seat tube access panel (20.1, 20.2, 20.3, 20.4). Reinsert all the cables into the seat tube (20.5). Replace seat tube access panel cover (3mm hex key). (20.6)



20.1



20.2



20.3



20.4



20.5



20.6

**Step 21** Reattach side plates to the controller housing (2mm hex key). (21.1)



21.1

**Step 22** Replace seat tube clamp (22.1) and seat post (22.2).



22.1



22.2

**Step 23** Route the motor cable through the drive side of the fork from front to rear (23.1). Remove tape from motor cable (23.2, 23.3). Reconnect motor cable to motor. (23.4)



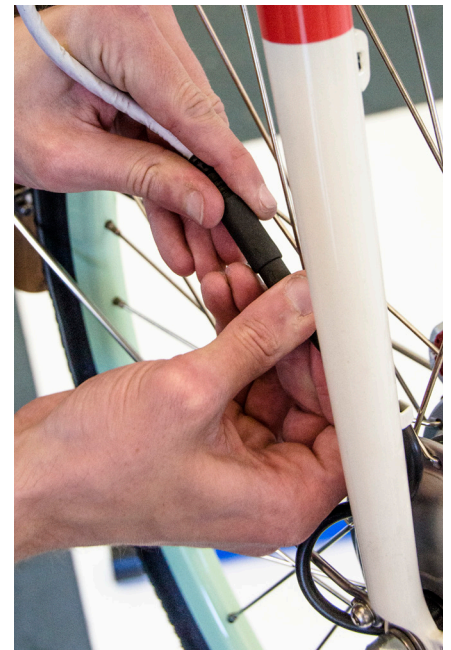
23.1



23.2



23.3



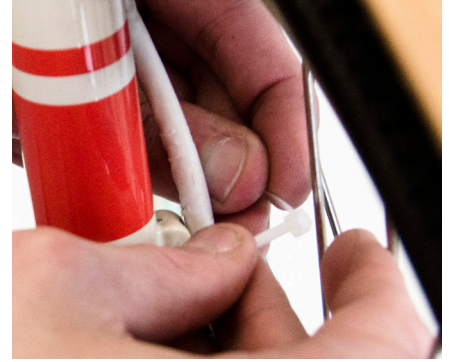
23.4



**Step 24** Use small zip ties to attach the motor cable to the two cable brackets on the fork. (24.1, 24.2, 24.3)



24.1



24.2



24.3

**Step 25** Turn on the bike and spin the wheel to make sure it's working. Finally, take it for a test ride. (25.1)



25.1



**Replacing the Mode Selector**  
on a Faraday Porteur and Porteur S  
1.12.16\_v1

## **Supplies and Tools needed**

- Flush Cut Clippers
- 2.5 mm hex key
- 3 mm hex key
- Small zip ties (3)



**Step 1** Remove zip ties from mode selector cable. (1.1, 1.2, 1.3)



1.1



1.2



1.3



**Step 2** Unscrew and disconnect mode selector cable. (2.1, 2.2)



2.1



2.2

**Step 3** Loosen the setscrew on the left side grip cap (2.5mm hex key). (3.1)



3.1

**Step 4** Loosen bolt on left side grip collar (3mm hex key). (4.1)



4.1

**Step 5** Loosen the bolt on the mode selector collar (3mm hex key). (5.1)



5.1

**Step 6** Remove the left side grip (6.1) and mode selector from the handlebar (6.2).



6.1



6.2

**Step 7** Empty left side handlebar and remove mode selector to send back to Faraday. (7.1, 7.2)



7.1



7.2

**Step 8** Slide new mode selector on to the left side handlebar (8.1). Ensure the e-ink display faces up (8.2).



8.1



8.2

**Step 9** Replace the left side grip with the setscrews facing down. (9.1, 9.2)

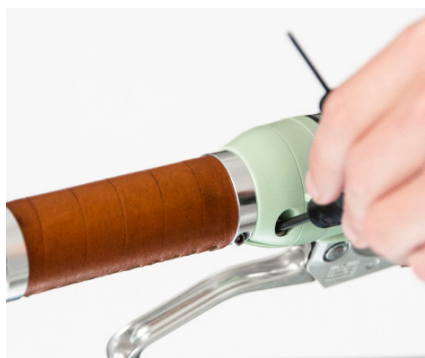


9.1



9.2

**Step 10** Tighten the mode selector collar bolt (3mm hex key) (10.1), the setscrew on the left side grip cap (2.5 hex key) (10.2) and the bolt on left side grip collar (3mm hex key) (10.3).



10.1



10.2



10.3

**Step 11** Reconnect the mode selector cable. Ensure the screw connection is tight. (11.1, 11.2)



11.1



11.2



**Step 12 Final Step** Use three zip ties to attach the mode selector table to the left side brake cable. Use flush cut clippers to move the ends of the zip ties. (12.1, 12.2, 12.3, 12.4, 12.5, 12.6)



12.1



12.2



12.3



12.4



12.5



12.6



**Replacing the Battery**  
on a Faraday Porteur and Porteur S  
1.12.16\_v1

**Supplies Tools needed:**

- 3mm hex key
- 8mm hex key
- rubber mallet
- Crank puller for square taper spindle
- 2.5 mm hex key
- 5mm hex key
- 6mm hex key



**Step 1** Open seat tube access panel (3mm hex key). (1.1, 1.2)



1.1



1.2

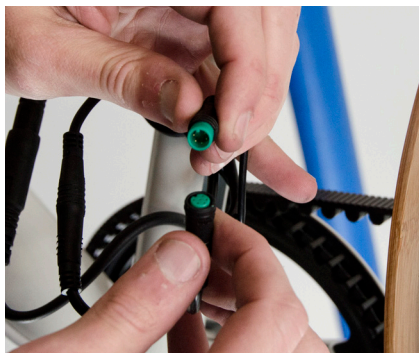
**Step 2** Unplug all three cables inside (black, blue, green). (2.1, 2.2, 2.3)



2.1



2.2



2.3



**Step 3** Remove non-drive side crank bolt (8mm hex key). (3.1, 3.2)



3.1



3.2

**Step 4** Use crank puller (4.1) for square taper spindle to remove non-drive side crank arm. (4.2)



4.1



4.2

**Step 5** Remove the bottom bracket pinch bolts from the non-drive side of the bottom eccentric (5mm hex key). (5.1, 5.2, 5.3, 5.4)



5.1



5.2



5.3



5.4



**Step 6** Use a rubber mallet to tap the drive side BB assembly out of the frame. (6.1)

IMPORTANT: Thread the green bottom bracket communications cable through the frame as the bottom bracket is removed. Ensure that this cable does not catch as bottom bracket is removed. (6.2)\*

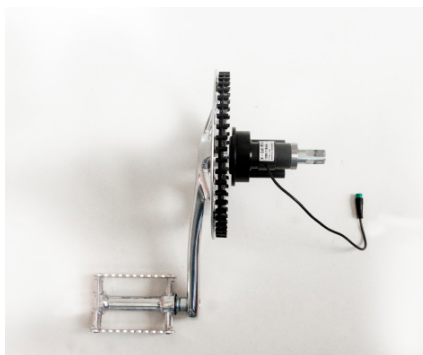


6.1



6.2

**Step 7** Removed drive side BB assembly. (7.1)



7.1

**Step 8** Remove the drive side bottom eccentric cup. (8.1)



8.1

**Step 9** Remove kickstand (8mm hex key). (9.1, 9.2)



9.1



9.2

\* If excessive friction prevents drive side BB assembly from being removed, contact Faraday for support. NOTE: Faraday is not responsible for damage caused to components by improper removal.

**Step 10** Remove rear side of the access port cap from bolt (10.1)  
Rotate access port cap 180°. (10.2)



10.1



10.2

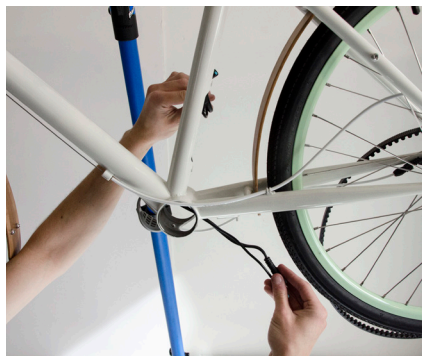
**Step 11** Thread both battery cables through the battery access port.  
(11.1, 11.2, 11.3)



11.1



11.2



11.3

**Step 12** Rotate bike in stand so that the downtube is parallel to the ground. (12.1)



12.1

**Step 13** Loosen both battery set screws inside the lower cable braze on (2.5mm hex key). (13.1, 13.2)



13.1



13.2

**Step 14** Gently tug on the battery cables to remove the battery. (14.1)

IMPORTANT: If the battery is stuck or requires more than a light tug to remove contact Faraday for support.



14.1

**Step 15** Remove battery and place aside. (15.1)



15.1

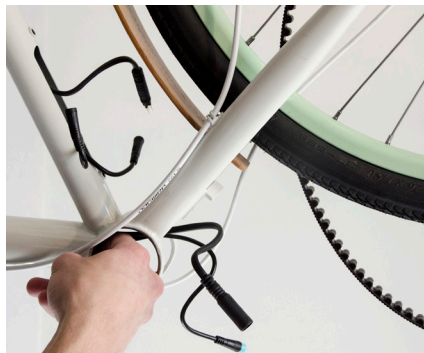


**Step 16** Slide new battery into battery access port. (16.1)



16.1

**Step 17** Fully seat the battery inside the downtube. (17.1)



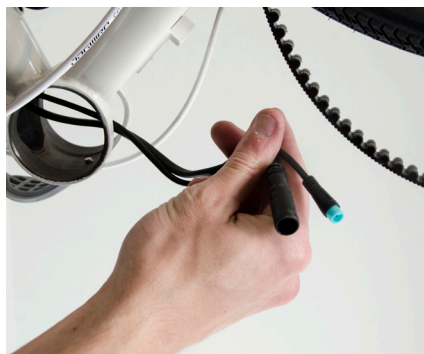
17.1

**Step 18** Tighten both battery set screws inside the lower cable braze on (2.5mm hex key). (18.1)



18.1

**Step 19** Thread both battery cables up the seat tube (19.1) and out the seat tube access panel. (19.2)



19.1



19.2



**Step 20** Seat the Gates belt drive on the front belt drive sprocket.



20.1

**Step 21** Hold the drive side BB assembly near the frame (21.1) and thread the bottom bracket cable up the seat tube and out the seat tube access panel.



21.2

**Step 22** Slide the Drive Side BB assembly into the frame with the bottom bracket spindle seated at the rear of the bike. (22.1)



22.1

**Step 23** Replace the non-drive side eccentric cup. (23.1, 23.2)\*



23.1



23.2

\* If excessive friction prevents drive side BB assembly from being removed, contact Faraday for support. NOTE: Faraday is not responsible for damage caused to components by improper removal.

**Step 24** Replace the bottom bracket pinch bolts in the non-drive side of the eccentric but not tighten (5mm hex key). (24.1, 24.2)



24.1



24.2

**Step 25** Rotate the eccentric up (counter clockwise on the non-drive side) to tension the Gates belt drive (6mm hex key). See Gates documentation for correct belt drive. (25.1, 25.2, 25.3, 25.4)



25.1



25.2

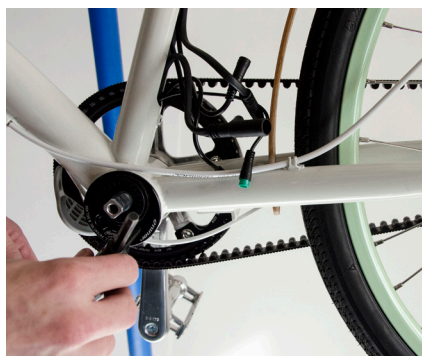


25.3



25.4

**Step 26** Tighten the eccentric pinch bolts (5mm hex key). (26.1)



26.1



**Step 27** Rotate and replace rubber battery access port cap. (27.1, 27.2)

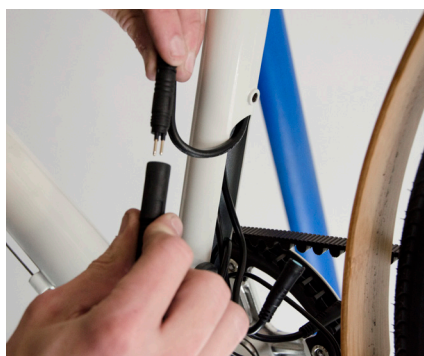


27.1

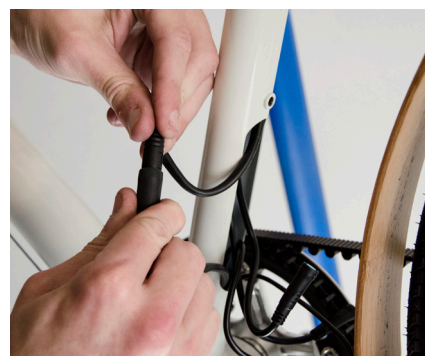


27.2

**Step 28** Reconnect all three cables in the seat tube access panel. (28.1, 28.2, 28.3, 28.4, 28.5, 28.6)



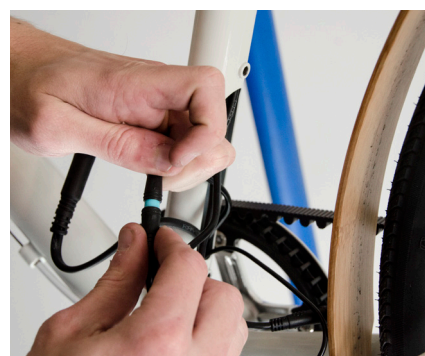
28.1



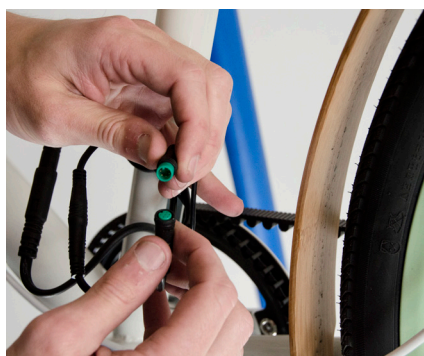
28.2



28.3



28.4



28.5



28.6

**Step 29** Replace all three cables into the seat tube access panel. (29.1, 29.2)

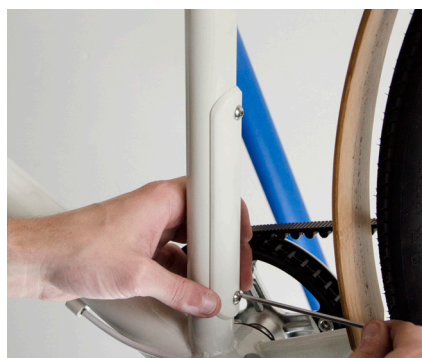


29.1



29.2

**Step 30** Replace seat tube access panel cover (3mm hex key). (30.1)



30.1

**Step 31** Replace kickstand (8mm hex key). (31.1)



31.1



**Step 32 Final Step** Replace non-drive side crank and non-drive side crank bolt (5mm hex key). (32.1, 32.2)



32.1



32.2