	MeloYelo Town'nTrail: \$3695	Bighorn LS Urban: \$3298	Magnum Cosmo X: \$3099	Hiko Scout: \$3195
Town'nTrail competitive analysis				
Motor	Bafang rear drive 350W	AKM (who has heard of this brand?)	Daas-Kit300 watt rear hub	Bafang, 300W 48Volt
Battery	630 Wh	672 Wh	614Wh	500Wh
Thumb throttle	Yes. Full power, regardless of pedal assist level.	Yes	Yes	Yes
Fork	Suntour XCM with 100mm travel and lockout	Suntour XCM with 100mm travel and lockout	Suntour, 100mm travel + lockout (model not specified)	Suntour XCT
Gearing	8 speed Shimano Altus, 11-32 tooth rear, 42 tooth front	Shimano Altus 8 speed. 44T chainring	Shimano Acera 8 sp	Shimano Acera 8 sp, 48T chainring
Brakes	Tektro hydraulic	Tektro Hydraulic	Tektro hydraulic	Tektro hydraulic
Tyres	Maxxis Ikon 26 x 2.2" puncture resistant	Kenda K1052 27.5 x 2.2"	CST 27.5x2.35"	Kenda 26 x 2.1, puncture resistant
Cassette	Shimano Acera 11-32T 8 speed	Shimano freewheel 11-34T		Shimano 12-32T
Saddle	Sprung memory foam	Memory foam	Selle Royal	SR Lookin Basic
Grips	Velo lock on	Velo lock on		Ergo
Handlebars	Options	Promax 640mm, 10mm rise		
Frame	Step-through	Stepthrough		
Mudguards	Trail style	Yes	Yes	Yes
Lights	Yes	Yes	Yes	Yes
Carrier	Yes	Yes	Yes	Yes
Derailleur protector	Yes	No	No	No

Comments

The Bighorn LS Urban has an AKM motor which is a brand we've never heard of. Note also that they are targeting the urban market.

Bikes with Bafang motors (MeloYelo) are renowned for being easy to pedal when no pedal assist is being used. This is also important if your battery runs out while you're on a ride.

The Hiko Scout with its 48T chainring and 12-32T cassette is spece'd for around town.