

UK ENGLISH



VanMoof S3 & X3

VANMOOF

Press Deck

Ride The Future Together

Under embargo April 7 2021 05:00 BST



About VanMoof

Getting the next billion on bikes.

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers who dreamt up the perfect city bike. Now our bikes are transforming cities across the world and accelerating the current boom of people choosing e-bikes. Our sleek, multi-award winning rides offer a high-tech and feature-rich experience for a devoted worldwide community of 150,000 riders. And we're just getting started.

The iconic integrated bike frames mirror a fully integrated end-to-end company that has upended the bike industry by taking complete ownership of everything – from design to production, from sales to after-service. As the world's fastest growing bike brand, we're on course to redefine the future of urban mobility and get the next billion on bikes.

VanMoof Brand Stores can be found in Amsterdam, Berlin, London, New York, Paris, San Francisco, Seattle, and Tokyo, with expansion planned through dedicated Service Hubs to 50 cities worldwide by the end of 2021. More available at vanmoof.com.



VANMOOF



VanMoof S3 & X3

The VanMoof S3 & X3 are the next generation of e-bikes. But they won't just replace the car in the cities of the future – they'll change the way we move forever.

With a high power motor, automatic electronic gear shifting, integrated anti-theft tech, and advanced accessories, the VanMoof S3 & X3 shrink commutes and outsmart urban congestion. And at VanMoof we're forever listening, planning, and working so we can offer our riders their best experience yet. That's why we're now introducing more Service Hubs across the world, and updates to our bike and app.

The VanMoof S3 & X3 are available at vanmoof.com and in VanMoof Brand Stores worldwide.

Let's ride the future together.



reddot winner 2020
best of the best

VANMOOF

Together

Future

The

Ride



Turbo Boost
Instant acceleration at
the press of a button.



Integrated Theft Defense
Easy to use, useless to steal.



Intelligent motor
Amplify your pedal power.



E-shifter
For the smoothest ride ever.



Hydraulic brake system
Precise braking
in all conditions.



Kick Lock
Lock your bike with
the tap of a toe.

VANMOOF



Super-smart electronics

The Smart Cartridge controls all onboard systems, processing real-time motor feedback to ensure maximum range and motor responsiveness.

504 Wh

Battery Capacity

37-93 mi

Range

Theft Defense

Effortless to use, useless to steal – onboard alarms and smart location tracking are specially designed to give bike thieves nightmares.



Tamper detection



Remote lockdown mode

Intelligent motor

Tuned for maximum power and a natural ride-feel, our new motor runs near-silently – even at top speed.

15 mi/h

Top speed

59 Nm

Turbo boost torque



E-shifter

Automatic electronic gear shifting gives the smoothest ride ever. With four speeds to flatten every urban incline.

Hydraulic brake system

Fully integrated hydraulic brakes deliver precise stopping power in all weather conditions.

VANMOOF

Together

Future

The

Ride



VanMoof S3

Heritage meets performance.

Our updated straight-tube shape is an instant icon.
Loaded with next-gen tech, it's ready to tear up the streets.

**Recommended for riders 170-210 cm.
Available in Light and Dark.**



reddot winner 2020
best of the best

VANMOOF

VanMoof X3

Playful, powerful.

The X3 packs the same motor, battery, and smart tech as its big sibling. Extra agile handling, with compact wheels for quick getaways.

Recommended for riders 155-200 cm.

Available in Light and Dark.



reddot winner 2020
best of the best



VANMOOF

Powerful Motor

Go faster, go further.

Designed and tuned for maximum power and responsiveness. With a sleeker and more compact housing than the previous generation, it runs near-silently – even at top speed.

The motor amplifies your pedal power by four times and intelligent power management maximizes your range.



VANMOOF

Matrix Display



Light up your ride.

166 LEDs bring the top tube to illuminated life – turning the frame into an interactive screen. Completely sealed and weather-proof, the Matrix Display gives intuitive rider feedback and allows complete control and customization via two handlebar buttons.

While riding, the Matrix Display shows your speed, power assist level, and current gear. While standing, you can use the display to check your charging status and alter how assisted your ride is.

If your bike is touched by someone that isn't you, our skull graphics and alarm are triggered. Oh, and we've now fine-tuned the graphics so they're clearer and more fearsome than ever.

VANMOOF



Kick Lock

Bye bye, bike keys.

Easier to use than a car key fob, just tap the button near the rear drop-out to immobilize the rear wheel while activating the onboard theft defense. Secure Bluetooth rider recognition makes unlocking even simpler – press the handlebar button and ride.

The Kick Lock completely secures the bike with the tap of a toe by immobilizing the rear wheel. It also enables rider recognition, and activates integrated alarms. Without a phone, the lock can be released with a backup code.

VANMOOF

Super Smart Electronics

Light years ahead of the competition.

Designed with future functionality and home servicing in mind, the Smart Cartridge is the 'brain' of our bikes, controlling all onboard systems. And it'll get only smarter with time, as new features are pushed via regular software updates.

Over-the-air updates bring new features and it responds to real-time motor feedback, getting more range from a single charge. You also can get your Removable Smart Cartridge remotely serviced, making it easy to fix without visiting a Brand Store.

Super-smart electronics

The Smart Cartridge controls all onboard systems, processing real-time motor feedback to ensure maximum range and motor responsiveness.

504 Wh

Battery Capacity

37-93 mi

Range



VANMOOF



Turbo Boost

High speed on demand.

Functionality, with extra fun. The Turbo Boost gives extra on-demand power. Designed for when you need a blast of instant acceleration most. Race away from traffic lights, up steep hills, and across tricky intersections.

59 Nm

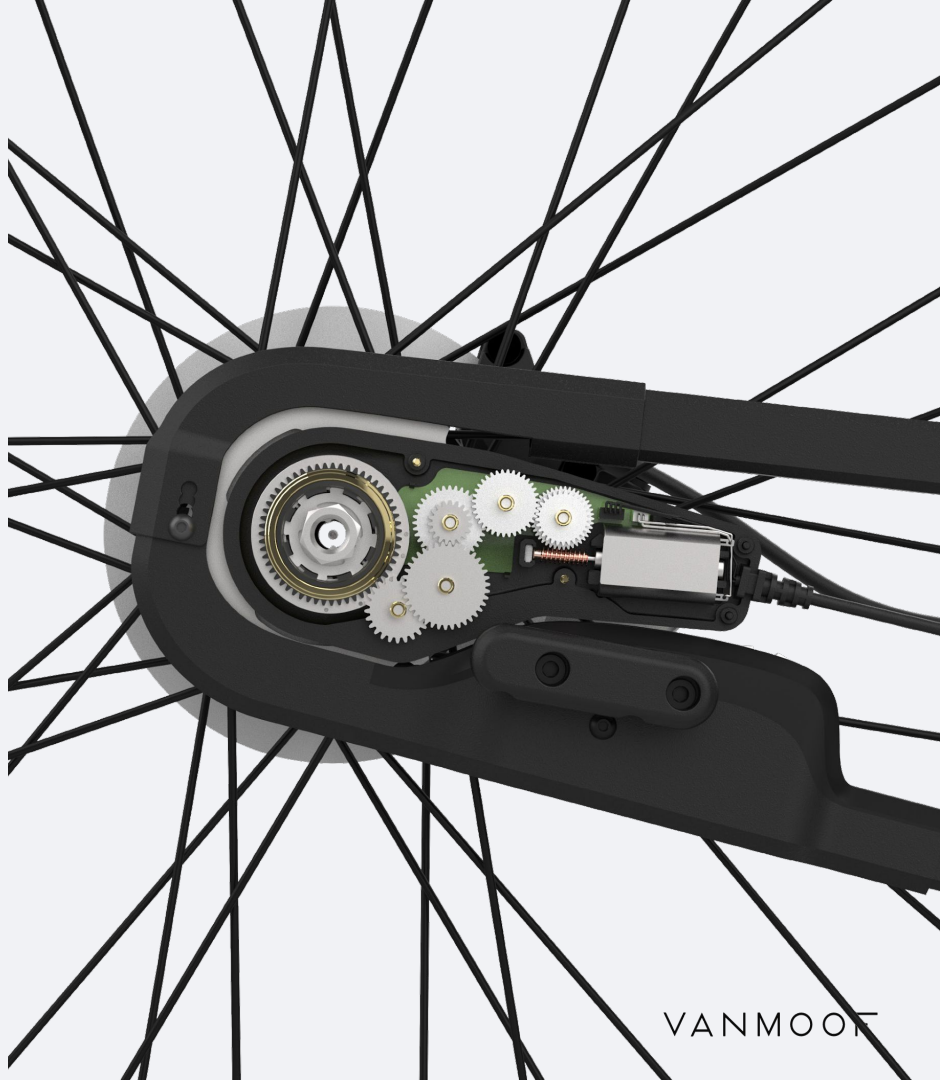
Turbo boost torque

VANMOOF

Electronic Gear Shifting

The E-shifter.

Our four-speed E-shifter allows you to ride more effortlessly than ever. With automatic electronic gear shifting controlled by the Smart Cartridge, the E-shifter is designed to instantly flatten even the steepest slopes. Shifting levels are fully customizable in the VanMoof app.



VANMOOF

Urban Hydraulic Brakes

Low maintenance, peak performance.

We've integrated all hydraulic elements into the frame for protection, performance, and streamlined aesthetics. This is the first bike with a fully integrated handlebar and brake assembly – just as beautiful to use as it is to look at.

Precise and powerful braking in all conditions. Concealed cabling for maximum city durability. One-piece steel discs give instant stopping power.



VANMOOF

VanMoof

& Apple Find My network

First ever e-bike to become Find My-enabled.

VanMoof S3 & X3s ordered from today will be compatible with the Apple Find My network and you'll be able to find your bike using the Find My app from your iPhone, iPad, or Mac.*

Your bike can be connected to Find My in a few simple steps and provides an easy and secure way to locate your VanMoof on a map.



*To use the Find My app to locate this item you will need an iPhone with iOS 14.3 or later, an iPad with iPadOS 14.3 or later, or a Mac with Big Sur macOS 11.1 or later.

VANMOOF



The VanMoof App

Make your ride right for you.

Take control of your ride with the VanMoof app. Not only is it the go-to for in-app support and remote diagnostic solutions, but you can also use it to track your rides and see your stats, unlock your bike, see its location and report it as stolen. It's also possible to fully personalize your bike in the app by customizing your light, unlock, E-shifter, and alarm settings.

Onboard Theft Defense

Useless to steal.

Bike theft is still the main barrier preventing people from riding high-quality bikes. The S3 & X3 further VanMoof's anti-theft pedigree with a host of features designed to give thieves nightmares – and make it easier for our Bike Hunters to recover stolen bikes.

Our bikes have responsive multi-phase alarms and you can lock down, track, and disable your bike's systems from your VanMoof app. And Peace of Mind guarantees VanMoof will recover or replace your bike if stolen.

Theft Defense

Effortless to use, useless to steal – onboard alarms and smart location tracking are specially designed to give bike thieves nightmares.



Tamper detection



Remote lockdown mode

VANMOOF

Peace of Mind

**If your VanMoof is stolen
our Bike Hunters will get it back.**

We're putting bike thieves out of business with our integrated location tracking tech and iron-clad anti-theft guarantee. If your bike goes missing, just report it as stolen in the VanMoof app. The Bike Hunters will immediately get to work and recover your bike within two weeks. If they can't, we'll replace your bike with one of the same (or better) age and condition so you'll never be off the road for long.



Keep on moving

Expanding our service footprint.

Our service options make sure you're never off the road for long. And in 2021, we're making our service our number one priority. We're expanding our service footprint from 8 to 50 cities across the world so you can get help quicker and easier than ever before. We're also making software and hardware updates and in-app troubleshooting.

For as long as we get feedback, we'll keep working on fine-tuning our bikes – and our service.

50

cities

08

Brand
Stores

11

Service
Hubs

31

certified
workshops

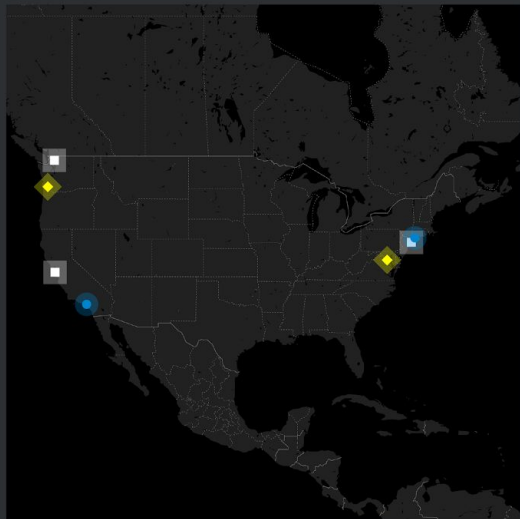
200

certified VanMoof
Bike Doctors

50 cities and counting

All the locations of our Brand Stores, Service Hubs, and certified workshops.

United States



Europe



Japan



 **Cities with
Brand Store**

Amsterdam	San Francisco
London	Seattle
Berlin	Tokyo
Paris	
New York	

 **Cities with
Service Hubs**

Hamburg	Dusseldorf	Los Angeles
Munster	Frankfurt	Paris
Munich	Utrecht	New York
Cologne	Rotterdam	Tokyo
Bremen	Eindhoven	

 **Cities with
Certified Workshops**

Lyon	The Hague	Essen	Dresden	Washington D.C.	Stockholm	Helsinki
Strasbourg	Maastricht	Leipzig	Karlsruhe	Portland	Gothenburg	
Bordeaux	Arnhem	Dortmund	Bristol	Osaka	Copenhagen	
Haarlem	Hanover	Nuremberg	Manchester	Brussels	Vienna	
Groningen	Stuttgart	Bonn	Edinburgh	Antwerp	Dublin	

Specs

Specs & Features

Matrix Display

166 LED Lights display states and accurate charging status

Sounds

Choice of different bell sounds

Coating

Scratch resistant matte finish

Grips

Custom designed waterproof ergonomics

Wiring

Fully integrated wiring.

Fenders, flaps and tires

Matte black fender stays, ergonomic fender flaps and puncture resistant tires.

Handlebar

Seek design, snap spacers for height adjustment without removing handlebar.

Brakes

Hydraulics brakes for less maintenance and more accurate braking.

Charger

Compact, lightweight portable charger.

Unboxing

Guided unpacking experience includes foot pump, VanMoof branded custom tools, lubricant, reusable VanMoof belt, and celebratory confetti. Using sustainable materials to minimize waste.

Pricing

Introduction price

€1998 / £1798 / \$1998 / ¥250000

Add Peace of Mind

€290 / £255 / \$290 / ¥35.000 /3yrs

Power

Front wheel hub

250W
Four assist levels
Revamped Turbo Boost

Range

37 mi - 93 mi*
*Full power - Economy mode

Security

Kick Lock
Touch Unlock
Rider Recognition
Integrated alarms

Frame

X3
Unisex design for riders 155-200 cm
Weight: 20.8 kg
Wheels: 24”
Light and Dark anti-scratch colorways

Parts

Lights

40 Lux automatic LED lighting system with front light halo option.

Handlebars

One-piece adjustable handlebar and stem

Brakes

Front and rear hydraulic disc brakes

Gears

Integrated automatic 4-speed hub
Automatic E-shifter

Battery

504W capacity
Integrated LG cell
Removable for servicing

Charger

36V 4A
50% charge in 80 minutes
Full charge in 4 hours

Manual disarm with personal code
Anti-theft nuts and bolts
GSM and Bluetooth theft tracking

S3

Unisex design for riders 175-210 cm
Weight: 21 kg
Wheels: 28”
Light and Dark anti-scratch colorways

Chain

Fully enclosed drivetrain
Automatic chain-tensioning system

Saddle

Multi-layered shock absorbing foam

Tires

Puncture protection tires

Wheels

Anodized aluminum rims
Stainless steel spokes

VanMoof's Awards & Accolades

Red Dot Design Award 2020 - Best of the Best

T3 Award 2020 - Best Electric Bike

Awwwards 2020 - Website of the day (launch site!)

Fast Company 2020 - Innovation by design award

Financial Times - Europe's Fastest Growing Companies 19, '20 & '21

Computer Bild 2020 - Reader's award

German Design Award 2020 - Gold

IF Design Award - 2020

EUROBIKE AWARD - 2009

RED Dot Design Award - 2010

Fast Company - Innovation by Design Award 2015

Core77 Design Award - 2019

The Verge - Gadgets of the Decade 2019

TIME Magazine Best Inventions of 2019

DEZEEN - Shortlisted for Product Design of the Year 2019



reddot winner 2020
best of the best

Get the next billion on bikes

Our Mission

That's our mission, but what exactly does it mean?

Well, it all started because we wanted to make it easier and cleaner for people to move around their city – and we figured the only way to do that was to create a better alternative to a car. So we did. With our bikes, we aim to reshape our urban environment, make the air we breathe a little cleaner, and the planet a little happier.

We know what you're thinking – a billion seems like a lot. But at VanMoof we don't do things by halves. We reinvented what bikes can do, and now we're reinventing the bike industry.

We don't outsource product or software development, we invent original parts from scratch, and we're the only bike company out there to vertically integrate the entire supply chain. This means we're always in the know about each and every tweak and moment of creative genius – no matter if it takes place in one of our Service Hubs or in a meeting room. This has meant that we can reinvent the way our bikes are created, allowing us to deliver an unbeatable combination of sleek design and high technology.

But back to the billion. We know the only way we'll get this number of riders on board is by becoming as accessible as possible. So that's what we're going to do. In 2021 alone, we're going to enhance the user-friendliness of our bikes, add more accessories to improve our ride, and expand our service network so more people can benefit from the complete VanMoof experience.

Our bikes present you with a choice. They're what can finally get you out of your cars and into the world. It goes beyond individual riders, and it goes beyond us. It's a movement that has a life of its own and is redefining the way we move.

So, are you in?

Let's ride the future together.

VANMOOF

Contact Info

Barry Bracken

PR Specialist UK

barry@vanmoof.com

+31621908601