

VANMOOF

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Biggest pre-order in bike history rides high on global e-bike upsurge

Amsterdam -- April 18 2019 -- The numbers don't lie. VanMoof is leading the e-bike takeover, with the biggest bike pre-order ever – worth €30m and counting. The Amsterdam based tech-meets-bike company has sold over 11,000 of the new Electrified S2 & X2 city bikes since reservations went live in June 2018. Electrified urban commuters are at the forefront of a global e-bike explosion, with orders from San Francisco to Tokyo.

VanMoof attributes this success to the smart tech and forward-thinking design integrated into every bike, and an industry-leading service ecosystem prioritizing direct customer connection. This innovation is fueling a tipping point in e-bike adoption, making e-bikes the most compelling commuter choice of the coming decade.

VanMoof's Electrified S2 & X2 are packed with fine-tuned tech; the Stealth Lock makes bike keys a thing of the past; integrated multi-phase alarms scare off thieves; an intelligent motor and high-capacity battery maximizes range; and anti-theft location tracking reunites riders with missing bikes. And, if the worst does happen, VanMoof's Bike Hunters will retrieve stolen bikes or replace them.

“Normal bike commuters travel an average of 3km to work, but with an e-bike that figure jumps to 20km. It opens up biking to a much wider demographic of city-dwellers, creating an enormous new opportunity. Almost 70% of people who purchased the S2 & X2 are now using the Electrified as their primary mode of transport. It's one of the most exciting moments in 10 years of VanMoof history, and a revolution in city commuting.”

— VanMoof co-founder Ties Carlier

The Electrified S2 and X2 €800 early bird discount ends May 31.

Why 2018 was a watershed year for e-bikes:

- One million e-Bikes sold in Germany –the largest bike market in Europe
- E-bike sales overtaking traditional bikes in the Netherlands.
- Industry research shows the global bike market growing to €39.3 billion by 2022 – driven by the explosion in e-bike demand.

ABOUT VANMOOF

In 2009, Dutch brothers Taco and Ties Carlier founded VanMoof with a mission of reimagining how a bike should work in the cities of tomorrow. The company's innovative city bikes are designed to help riders turn the tables on cities all over the world – they always arrive at their destination faster, fitter, happier and in style. VanMoof has Brandstores in Amsterdam, Berlin, Brooklyn, Taipei and Tokyo, and sells online all over the world. The functional design won many international awards, such as the EUROBIKE award, RED DOT design award and Fast Company Innovation By Design award. For the latest information on VanMoof, visit [VanMoof.com](https://www.vanmoof.com) and follow us on Twitter and Facebook.



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