

VANMOOF

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Cycling surge as VanMoof reports 48% increase in online sales



Dutch e-bike brand reports spike in sales and online visitor numbers as people look to alternate commute options.

Amsterdam, 20 March 2020 – With public transport scaled back or shut down due to COVID-19, early evidence suggests that more people worldwide are turning to bikes as a mobility solution.

Dutch e-bike brand VanMoof has seen a sharp increase in sales simultaneous to the Covid-19 outbreak in Europe and, latterly, the USA. Online e-bike sales are up 48% since the beginning of February, compared to the same period last year. A price drop on March 18 further fuelled demand and saw 200 e-bikes sold in 24 hours. Website visits are also up, with almost 80% more new visitors to [VanMoof.com](https://www.vanmoof.com) from February to March this year. And across VanMoof's eight global brand stores the highest footfall figures of the year were recorded last weekend 14/15 March, with a 40% rise in the average number of visitors.

The perfect social distance transport

With social distancing the new reality and public transport closing or severely curtailed globally, bikes are now seen as an increasingly dependable and healthy mobility option. There are signs of a surge in city riding in New York as warmer temperatures and recommendations from [public health authorities and public officials](#) contribute to a “new normal.”

“At this unprecedented moment for all of us, as people are forced to consider their day-to-day transport, we are seeing many turn to e-bikes. They really are an ideal option to get around cities safely and quickly. And this is more important than ever right now.”

— Taco Carlier, co-founder of VanMoof.

A year-on-year comparison

- 48% online e-bike sales increase (Feb-March)
- 10% increase test-ride inquiries (March)
- 80% increase website traffic (Feb-March)

Safety first

Right now, COVID-19 is on everyone's minds and we're adapting to the circumstance as a company. We're doing everything we can to do our part in flattening the curve. Rider and employee safety comes first and we have shifted to 100% online sales and all brand stores are now closed. For more info please see our [Covid-19 updates blog](#).

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers with a vision of the perfect city bike. The company's next-generation bikes are engineered for the cities of tomorrow – with powerful motors, high-capacity batteries, and integrated smart tech. VanMoof has brand stores in Amsterdam, Berlin, London, New York, Paris, San Francisco, Taipei, and Tokyo, with riders buying online across the globe. Over 10 years, their bikes have won multiple international accolades, including the EUROBIKE award, RED DOT Design Award, and Fast Company Innovation by Design Award. To keep up with everything VanMoof, head to vanmoof.com, and follow us on Instagram and Facebook.



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