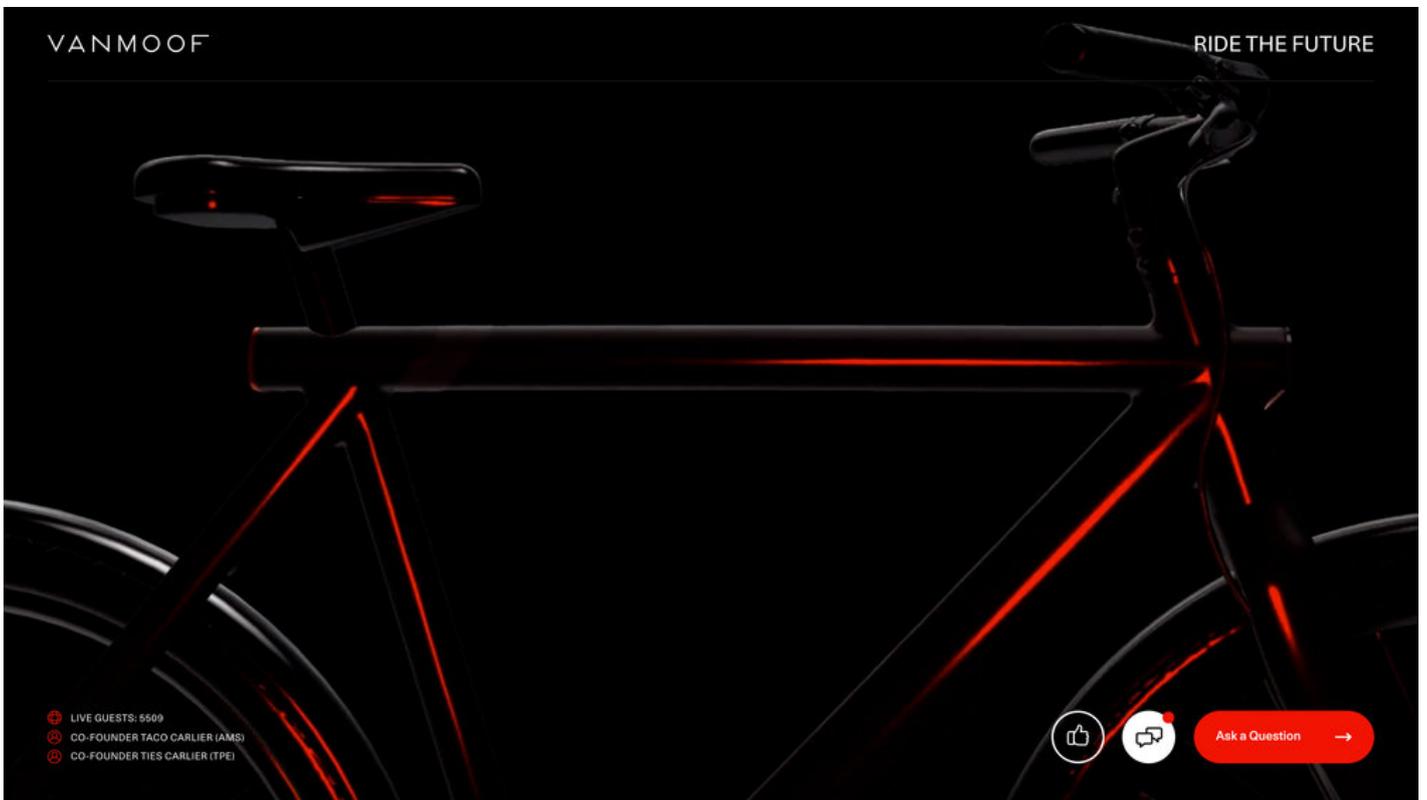


# VANMOOF

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## Inside VanMoof's game-changing launch success

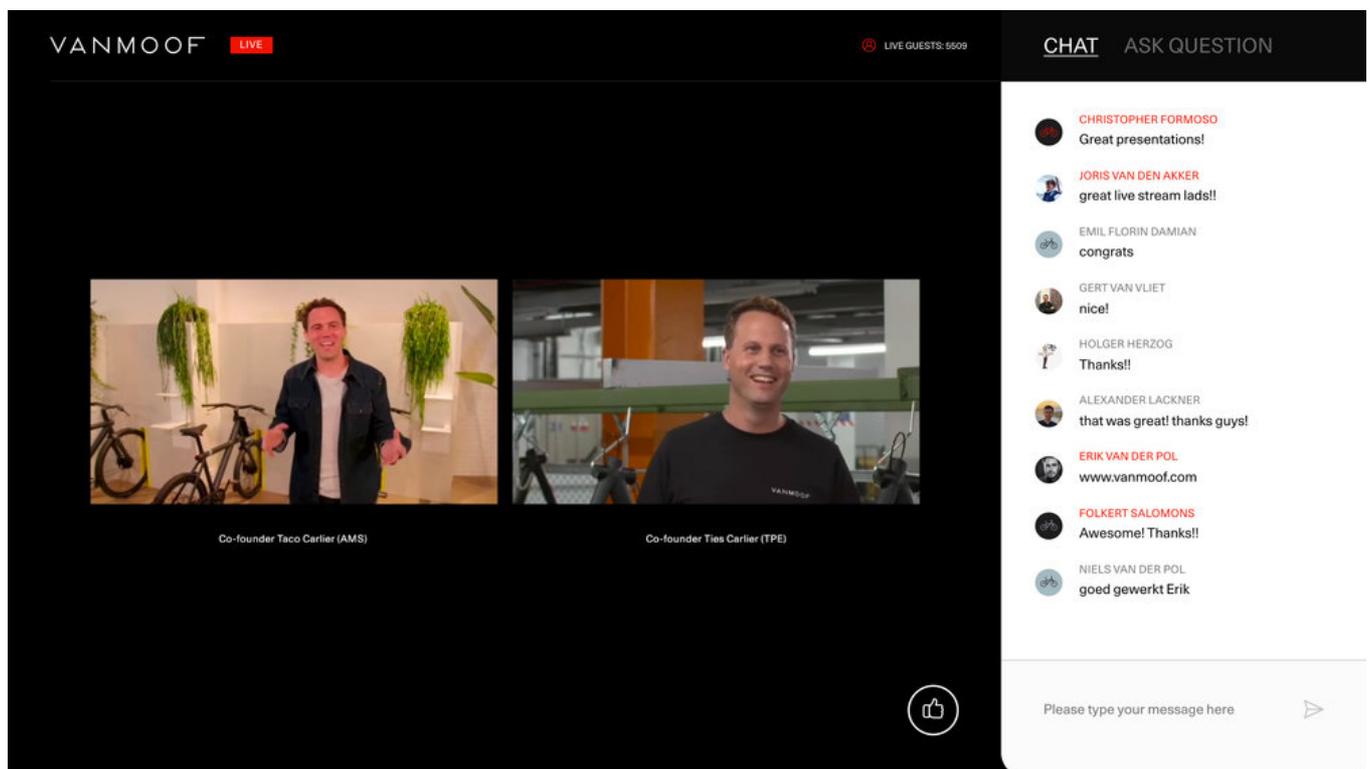
VanMoof revealed their next generation e-bike designed to pave the way for the future of cities, making billions of city dwellers switch



**The VanMoof S3 & X3 were revealed press and fans in an interactive livestream event**

Amsterdam, April 28 2020 – Last week, VanMoof revealed their next generation e-bikes to press and thousands of fans from around the world via their interactive online launch event. The new bikes optimize the essentials to invite the next billion on bikes in cities all over the world. The high performance VanMoof S3 and X3 come packed with upgraded tech, and hit the market at a more accessible price point of \$1,998 / €1998 / £1798. The Amsterdam based tech-meets-bike company has sold more than 6,000 S3 & X3 e-bikes since the launch on 21 April.

The livestream launch drew 6,000 live viewers. They were in the digital front row at the unveiling and had the opportunity to ask founders Ties and Taco Carlier questions directly in a Q&A.



Electrified urban commuters are at the forefront of a global e-bike explosion, with worldwide orders from San Francisco to Tokyo.

*“The e-bike is transformational for the urban commute. Where bikes were traditionally considered for the 5km range, the e-bike is suited for the 30km commute. We engineered this new range with the urban commuter in mind and designed a riding experience that will change urban mobility as we know it.”*

— Taco Carlier, co-founder VanMoof

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.

## Test rides

Test-rides of the S3 & X3 are available by appointment only at VanMoof's Amsterdam, Berlin, London, San Francisco and New York brand stores. With mobile test rides coming right to your door in Amsterdam and Berlin. Pop-ups in Rotterdam and Utrecht will appear from April 28, with plans for further pop-ups worldwide when it is safe to do so. A very strict Corona protocol will be followed at all times in all locations to ensure our staff and rider safety.

## Available online

The high performance VanMoof S3 and X3 opens the road to the newest rideable tech at €1998 / £1750 / \$1998 / ¥250000. Available worldwide at [vanmoof.com](https://vanmoof.com) from April 21 2020. VanMoof brand stores in Amsterdam, Paris, London, Berlin, New York, San Francisco, Seattle, Taipei and Tokyo, are currently closed in an effort to prevent further spreading of COVID-19. Home-deliveries start in May.

Please find all new press kit images [here](#).

Please find the S3 & X3 press info deck [here](#).

Please find product description and fulls specs for the S3 [here](#) and X3 [here](#).

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### ABOUT VANMOOF

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers with a vision of the perfect city bike. Ten years later, their high-tech feature-rich e-bikes are ridden worldwide by a community of over 120,000 international riders. VanMoof brand stores can be found in Amsterdam, Berlin, London, New York, Paris, San Francisco, Seattle, Taipei, and Tokyo, with riders across the globe buying online. Operating as a fully integrated end-to-end company, VanMoof takes complete ownership of everything from design to production, from sales to after-service – all geared to get the next billion on bikes worldwide. A major figure in the current wave of e-bike adoption, VanMoof is on course to redefine city mobility forever.

VanMoof