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The VanMoof S3 & X3 made more accessible than ever, as VanMoof announces Payment Plan option



All-in worry-free riding made possible via new and accessible payment model

Amsterdam, July 8, 2021 - Today, VanMoof announced that its award-winning VanMoof S3 & X3 bikes will be available for purchase at the most manageable pricing yet thanks to a monthly Payment Plan scheme in the United States. Riders can now get their hands on a VanMoof S3 & X3 of their own from \$83 a month – a price that includes VanMoof's signature [Theft + Maintenance coverage](#). VanMoof introduces this all-in worry-free payment model in an effort to make their high-tech, feature-rich e-bikes accessible to more people in the United States.

Available to more riders than ever

VanMoof understands the importance of payment flexibility when it comes to its bikes. Riders no longer have to pay the full cost upfront when purchasing a VanMoof S3 or X3, and can instead choose to split payments over a 36-month period. The Payment Plan model will make the bikes more accessible to a variety of different riders, who will be able to enjoy the game-changing benefits of a VanMoof e-bike without having to commit to the initial upfront cost.

“The Payment Plan and Peace of Mind model is key to our mission to get the next billion on bikes and create greener, cleaner cities. It will help us break down barriers that stop people from biking, and encourage more people to get riding and experience their city in an entirely different way.”

— Taco Carlier, Co-founder of VanMoof

Appetite for e-bikes higher than ever in the US

“Last year was the first big step in the mobility revolution the planet has been craving,” Ties Carlier, VanMoof Co-founder notes. Indeed, VanMoof’s Payment Plans are a response to the [e-bike boom](#) as a surge in demand for e-bikes has been seen across cities worldwide. The COVID-19 pandemic has also supercharged Americans’ desire – particularly in the cities of New York and Los Angeles – to choose an e-bike instead of a car to get around their city. A recent [YouGov](#) study commissioned by VanMoof illustrates the impact of COVID-19 on attitudes and behaviors towards cycling, revealing that more and more people are prioritizing cycling across cities worldwide. For example, 41% of New Yorkers say it’s more important to them now than before the pandemic hit that the city prioritizes cyclists – a percentage that rises to a majority of 68% with 25-34 year olds.

Theft protection and maintenance services included

VanMoof offers their Payment Plan via partners CreditPlus in Germany, and Klarna in the US. Once customers place their order via the VanMoof website, they’ll be set up with a 36-month contract. As soon as their bike arrives, riders can hit the road and experience all of the benefits of VanMoof while making monthly payments. And after the 36-month term is up, the bike is theirs to keep.

“We’re delighted to make our bikes and our popular Peace of Mind service available for purchase via a monthly Payment Plan. Half of our riders choose Peace of Mind for their bikes, and by providing this service to all of our Payment Plan riders we’re further eliminating barriers that prevent people from choosing e-bikes.”

— Ties Carlier, Co-founder of VanMoof

All bikes purchased with the VanMoof Payment Plan automatically include Peace of Mind Theft and Maintenance coverage. With Peace of Mind Theft coverage, if a bike is stolen, VanMoof’s notorious Bike Hunters will immediately get to work to track down and recover the bike within two weeks. If they can’t, VanMoof replaces the bike with one of the same (or better) age and condition. And what does Peace of Mind Maintenance coverage include? A bike checkup every 1,552 miles (2,498 km) and all ad-hoc servicing.

The VanMoof S3 & X3 are available at vanmoof.com. VanMoof US brand stores can be found in New York City, San Francisco, and Seattle, and an expanded Service Hub network is due to roll out across the country.

[VanMoof S3 & X3 updated press deck](#)

[VanMoof Media Kit](#)

[VanMoof Founder Photos](#)

[VanMoof Press Releases](#)

[VanMoof Payment Plans page](#)

ABOUT VANMOOF

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers with a vision of the perfect city bike. Now their bikes are changing cities and leading the current wave of people choosing e-bikes. VanMoof’s sleek, multi-award winning rides offer a high-tech and feature-rich experience for a devoted worldwide community of 150,000 riders and growing. The iconic integrated 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. One of Europe’s fastest growing companies, VanMoof is 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 to 50 cities worldwide through dedicated Service Hubs by the end of 2021.

VanMoof