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Media contacts:

Dave Shoemack
dave@VanMoof.com
+31 65 266 3161

Jake Anderson
jakea@fasthorseinc.com
(612) 741-5984

VanMoof Debuts “SmartBike” to Eliminate Fear of Bike Theft Once and for All

In addition to “smart” anti-theft features, the SmartBike offers a first-of-its-kind guarantee: stolen bikes will be replaced if they can’t be recovered within two weeks

BROOKLYN, N.Y. – May 26, 2016 – Roughly 1.5 million bikes are stolen in the U.S. each year, valued at \$350 million, and only 2.4 percent are recovered. But a new SmartBike is too smart for bike thieves – and it comes with a unique guarantee that means owners will never need to worry about bike theft again.

The new SmartBike comes from VanMoof, the Amsterdam-based bike maker known for its innovative take on city bikes, and it features a long list of “smart” technologies and anti-theft features. And even if a thief is smart enough to get past those features, the SmartBike features a first-of-its-kind “Peace of Mind” guarantee: If the bike is stolen, a recovery team will use the bike’s built-in anti-theft tracking technology to locate and return it to its rightful owner. If it can’t be recovered within two weeks, VanMoof will replace it.

VanMoof is committed to breaking down barriers that deter people from commuting by bike, and the SmartBike is designed to empower people to confidently invest in a quality bike without fear of having it stolen. The SmartBike will be available for presale at smartbike.vanmoof.com beginning May 31, with special offers available for early buyers. Its revolutionary features include:

- **“Peace of Mind” Guarantee** – In addition to anti-theft nuts and bolts on the seat, saddle and wheels, the SmartBike offers a “Peace of Mind Guarantee”: if it’s stolen, a bike recovery team will track it down using the bike’s built-in tracking technology. If it can’t be recovered in two weeks, VanMoof will send you a replacement.*
- **Charger-free** – Even with all of its integrated tech, you’ll never need to charge the SmartBike, because it harnesses your pedal power to recharge its components.
- **Internal keyless lock** – Simply place your hand on the SmartBike’s top tube, or use your VanMoof app, to unlock the bike’s integrated lock, thanks to innovative GSM and Bluetooth tech that recognizes you’re the rightful owner.
- **Premium, lightweight materials** – A scratch-resistant, anodized frame beautifully integrates all of the bike’s cables and onboard electronics while weighing just over 30 pounds.
- **Responsive technology** – Automated features make riding the SmartBike a breeze. Automatic lights are instantly activated, a smartphone app allows users to activate anti-theft tracking, and a digital display embedded in the bike’s top tube shows the rider’s speed.

“We at VanMoof believe riders have shouldered the burden of bike theft for long enough,” said Taco Carlier, who along with his brother Ties is cofounder of VanMoof. “It’s great that there are thousands of engineers around the world working day and night to improve racing bikes and mountain bikes, but we found there’s been little focus on improving city bikes. That’s why we’re committed to solving major problems like bike theft – and to encouraging more urban commuters to swap four wheels for two.”

SmartBike preorders can be made at smartbike.vanmoof.com beginning May 31 for delivery beginning in October. The SmartBike features three- and eight-speed models in gray and black, available at special

preorder prices starting from \$1,098 and \$1,298 in June. Beginning in December, the bike will officially go on sale starting from \$1,798 at VanMoof's Brooklyn brandstore and VanMoof.com.

The SmartBike is the latest innovation in VanMoof's mission to create the world's best bikes for city commuting and break down the barriers that deter people from biking. VanMoof's innovations have garnered many accolades, including a "Best Product Design" award from Fast Company's 2015 Innovation by Design Awards. Most recently, VanMoof introduced the Electrified S, which, in addition to some of the tech features that are integrated into the SmartBike, features electric assist, which allows riders to reach their destination faster.

"Our ultimate goal is that anyone, in any city around the world, who wants to buy a bike won't go to a cheap store and buy a bike that will just break quickly," said Carlier. "Instead, they'll decide to invest in a quality bike that they can ride for many years, without ever worrying about it. We believe that the SmartBike can accomplish exactly that."

**Every SmartBike will come with the Peace of Mind service free for two years after purchase; after that, it'll be available for a small monthly fee. Customers will pay a one-time recovery fee of \$98 when their stolen bike is returned or replaced, which will cover a portion of VanMoof's recovery costs.*

About VanMoof

Founded in 2009 in Amsterdam by brothers Taco and Ties Carlier, VanMoof aims to create the world's best bikes for city commuting. VanMoof has re-imagined how a bike should work in the cities of tomorrow by stripping out unnecessary parts, improving the essentials, and integrated technology to stick it to bike thieves. VanMoof has received many accolades for its unique solutions, including a "Best Product Design" award from Fast Company's 2015 Innovation by Design Awards program, and a prestigious Red Dot design award. In addition to Amsterdam, VanMoof has teams in New York, Berlin and Taipei, and all VanMoof products are available at VanMoof.com. For the latest information, follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [Pinterest](#).

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