

The

TIME

New

TO

Electric

RIDE

VanMoof S3 & X3

THE

21.04.2020

FUTURE

VANMOOF

US ENGLISH

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21 April 2020  
1PM GMT

# THE NEW ELECTRIC VANMOOF S3 & X3

**This spring, VanMoof reveals the next generation of e-bikes, optimized to truly replace the car in the cities of the future – for just \$1998.**

### Reframing the future

With an updated motor, automatic electronic gear shifting, and integrated anti-theft tech, the VanMoof S3 & X3 are custom-tuned for the ultimate riding experience. This new range of e-bikes isn't just the most innovative and powerful VanMoof has ever made, it's set to revolutionize the way we move around cities forever.

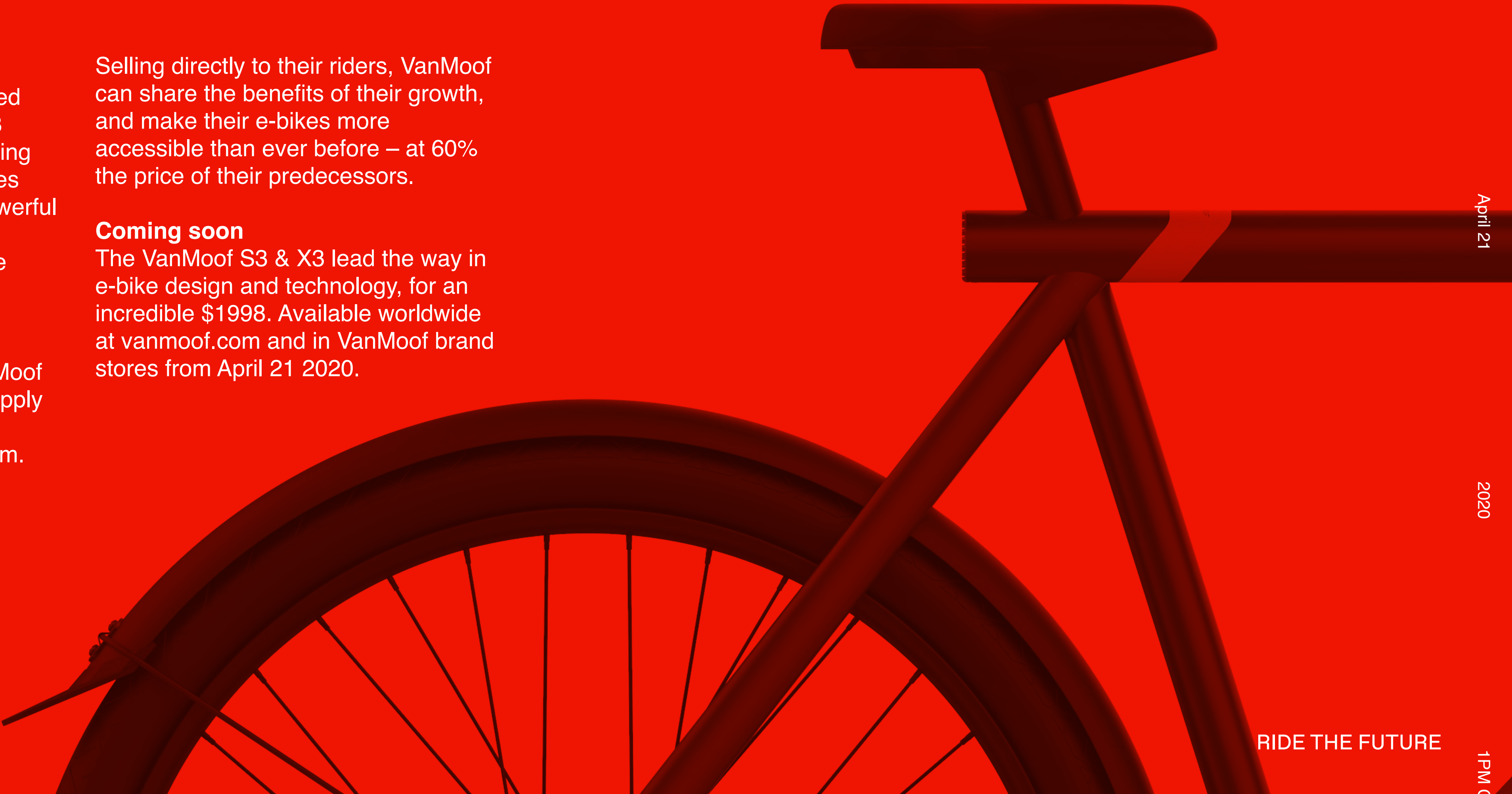
### The next billion on bikes

With this new range of e-bikes, VanMoof has taken ownership of the entire supply chain, building a hyper-efficient manufacturing and distribution system.

Selling directly to their riders, VanMoof can share the benefits of their growth, and make their e-bikes more accessible than ever before – at 60% the price of their predecessors.

### Coming soon

The VanMoof S3 & X3 lead the way in e-bike design and technology, for an incredible \$1998. Available worldwide at [vanmoof.com](http://vanmoof.com) and in VanMoof brand stores from April 21 2020.



The new  
electric  
VanMoof S3  
\$1998



The time has come

TIME

To change the way we move

TO RIDE

The time has come

THE

To ride the future

FUTURE

VANMOOF

# BIKE

# FEATURES



**Turbo boost**  
Instant acceleration at the press of a button.

**Powerful motor**  
Amplify your pedal power.

**Hydraulic brakes**  
Precise braking in all conditions.

**Integrated anti-theft features**  
Easy to use, useless to steal.

**Electronic gear shifting**  
For the smoothest ride ever.

**Kick Lock**  
Goodbye keys, lock the bike with the tap of a toe.



# THE VANMOOF S3

## HERITAGE MEETS PERFORMANCE

VanMoof's updated straight-tube shape is an instant icon. Loaded with a next-gen motor and integrated smart tech, it's ready to tear up the streets.

Recommended for riders 170-210cm.  
Available in matte Light and Dark anti-scratch colorways.



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best of the best

VANMOOF

RIDE THE FUTURE

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VanMoof S3

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# THE VANMOOF X3

## PLAYFUL, POWERFUL

The X3 packs the same motor, battery, and smart tech as its bigger sibling. Compact wheels and extra-agile handling make it perfect for quick getaways.

Recommended for riders 155-200cm. Available in matte Light and Dark anti-scratch colorways.



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best of the best





VanMoof S3 & X3

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# THE FUTURE REFRAMED

## HIGH PERFORMANCE, LOW PRICE

The high-performance VanMoof S3 & X3 are set to change the way we move around cities, with revolutionary price that will drive full-scale e-bike adoption.

VanMoof's industry-first full supply chain control, and the scale generated by the unprecedented success of the S2 & X2, mean we can now offer our latest bikes for less – to get more people riding worldwide.

# \$1998

Introduction price

RIDE THE FUTURE

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# ONBOARD THEFT DEFENSE

## USELESS TO STEAL

Bike theft is still the main barrier preventing people from riding high-quality bikes. The S3 & X3 further VanMoof's anti-theft pedigree with a host of features specially designed to give thieves nightmares – and make it even easier for our expert Bike Hunters to recover stolen bikes.

- Responsive multi-phase alarms send thieves running.
- Lock down your bike remotely, enabling location tracking and disabling all functionality.
- Peace of Mind guarantees VanMoof will recover or replace your bike if stolen.
- Keep tabs on your bike with integrated location tracking.

### Matrix Display

Shows skull when alarm is triggered

# PEACE OF MIND

## IF YOUR VANMOOF IS STOLEN OUR BIKE HUNTERS GET IT BACK

Peace of Mind is VanMoof's ironclad anti-theft promise. If your bike is stolen, we'll get it back within two weeks, or replace it.

Report a theft in the VanMoof app, and the ruthless Bike Hunters spring into action to find and recover your bike.

Using VanMoof's industry-leading location tracking they've followed thieves from Morocco to Ukraine – and recover bikes every day around the world.

**70%**

Stolen VanMoofs found back within 14 days

**1570**

Stolen VanMoofs returned to their owners, and counting

**25**

Bike Hunters worldwide

**12**

Average VanMoofs reported stolen per month



# KICK LOCK

## BYE BYE, BIKE KEYS

The Kick Lock makes locking your bike easier than using a car key fob. Tap the button near the rear drop-out to engage the lock, blocking the rear wheel while activating the onboard theft defense. Secure Bluetooth rider recognition makes unlocking even simpler – just tap the handlebar button and ride.

- Completely secures the bike with the tap of a toe.
- Immobilizes rear wheel, enables rider recognition, and activates integrated alarms.
- Without a phone, the lock can be unlocked with a backup code.



# MATRIX DISPLAY

## LIGHT UP YOUR RIDE

166 LEDs bring your top tube to illuminated life – turning the bike frame itself into an interactive screen. Completely sealed and weather-proof, the Matrix Display gives intuitive rider feedback, and allows complete control and customization of settings via the two handlebar buttons.

- Shows speed, power assist level, and current gear while riding.
- Check your charging status and toggle through assist levels.
- Fearsome skull graphics show when alarms are triggered.
- 166 LEDs animate your app-connection, charging status, wake-up and sleep mode transitions, and more.

# SUPER SMART ELECTRONICS

## LIGHT YEARS AHEAD OF THE COMPETITION

Ten years of innovation have made the S3 & X3 our smartest bikes yet – designed with future functionality and home servicing in mind. The Smart Cartridge is the ‘brains’ of our new range, controlling all onboard systems. And it’ll get only get smarter with time, as new features become available via regular software updates.

- Over-the-air updates bring new features over time.
- Responds to real-time feedback from the motor, giving you more range from a single charge.
- Removable Smart Cartridge enables remote servicing, making it easy to service your bike without visiting a brand store.





# POWERFUL MOTOR

## GO FASTER, GO FURTHER

The VanMoof motor is designed and tuned it for maximum power and responsiveness. With a sleeker and more compact housing than the previous generation, it runs near-silently – even at top speed.

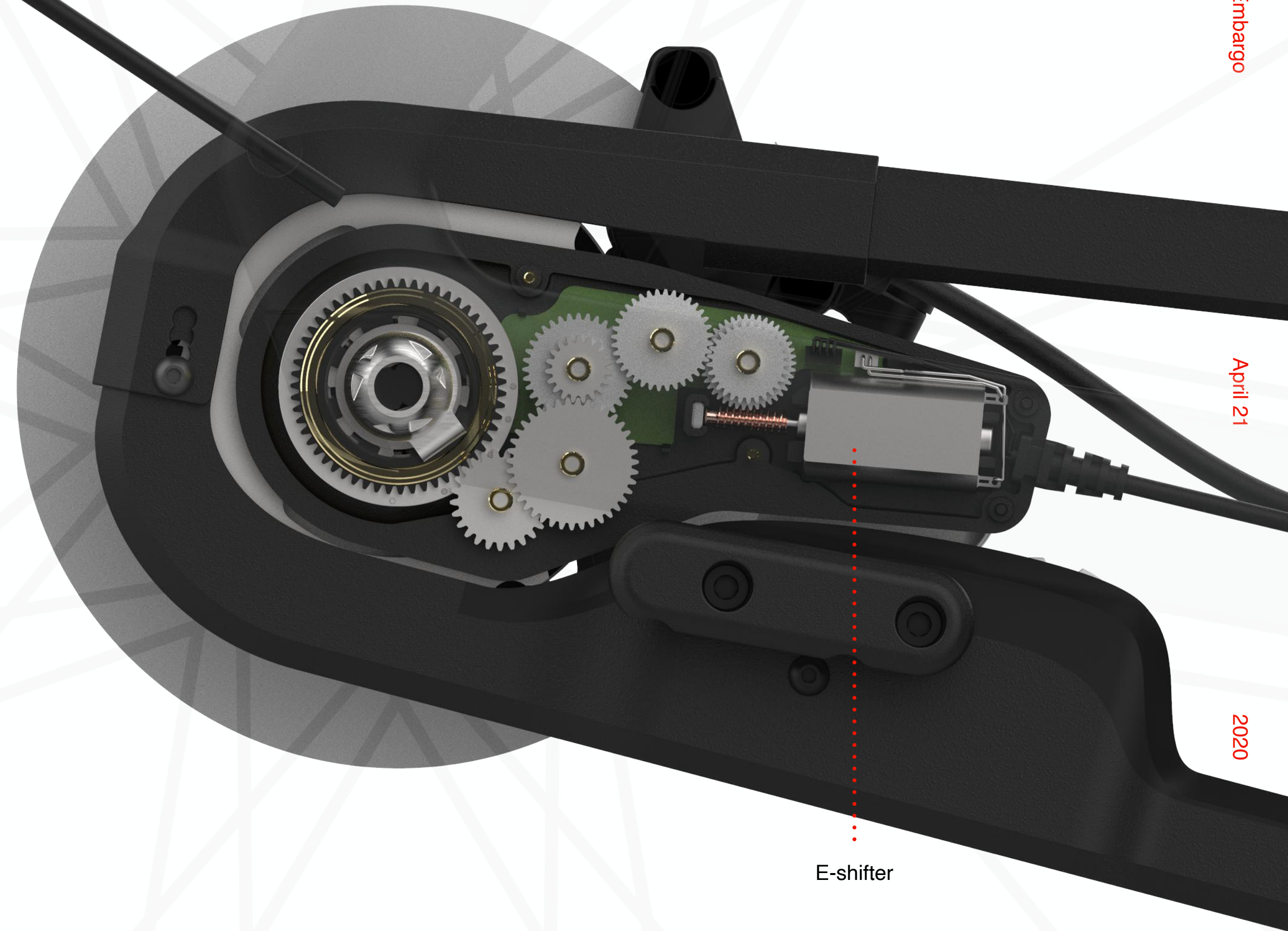
- Amplifies your pedal power by four times.
- Revamped Turbo Boost delivers full torque at the press of a button.
- Intelligent power management maximises range.

# ELECTRONIC GEAR SHIFTING

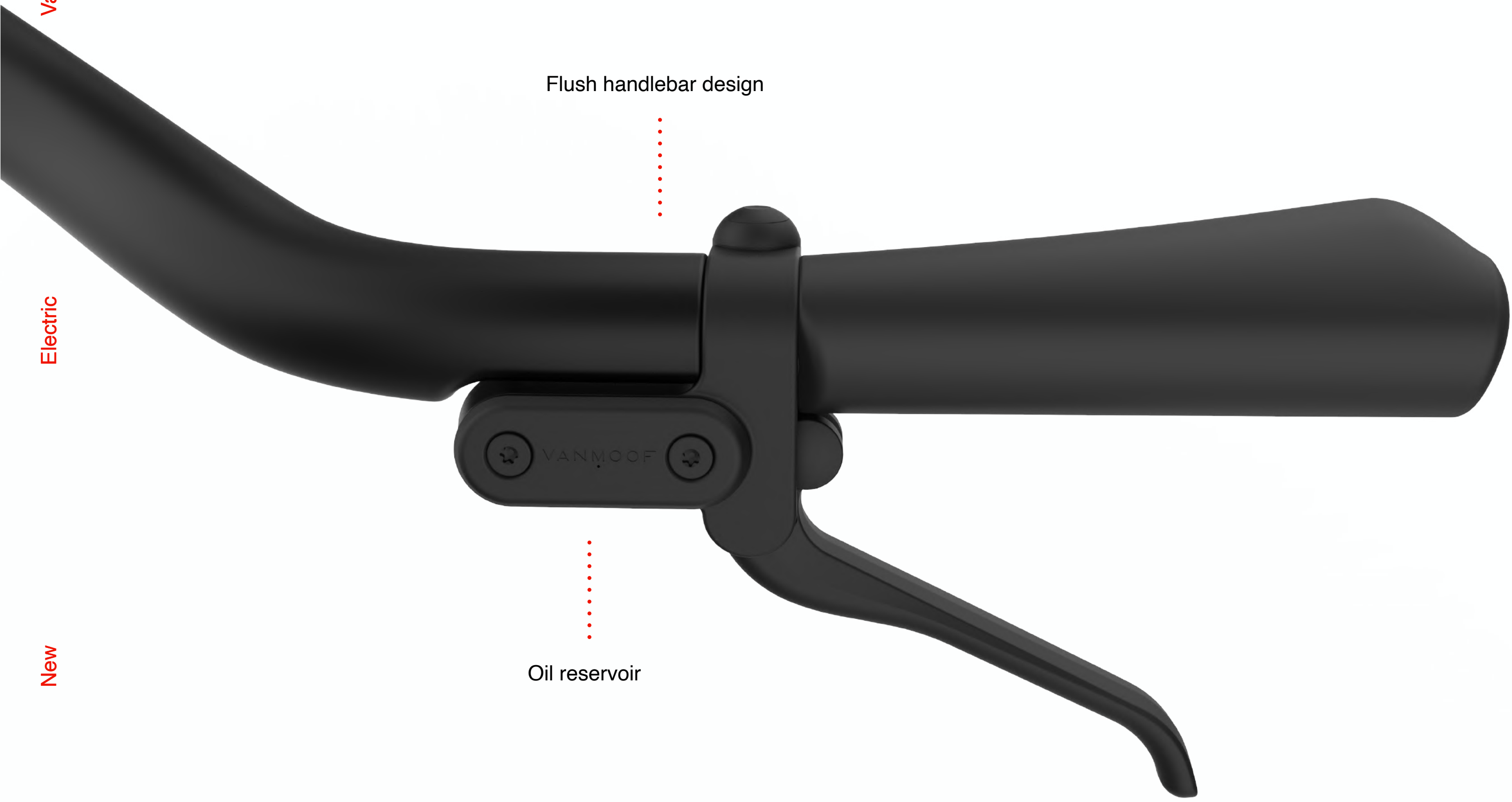
## FOR THE SMOOTHEST RIDE. EVER.

The industry-first four-speed electronic gear shifter is designed to tackle every urban incline. After years of testing, we added two extra gears to flatten the steepest inclines riders face on their commutes.

- Automatic electronic gear shifting for a seamless riding experience.
- Shifting levels fully customizable in the VanMoof app.
- Smart Cartridge-controlled for instant gear changes.



E-shifter



Flush handlebar design

Oil reservoir

# URBAN HYDRAULIC BRAKES

## LOW MAINTENANCE, PEAK PERFORMANCE

We've finally succeeded in integrating all hydraulic elements into the frame for protection, performance, and streamlined aesthetics. This is the first bike on the market with a fully integrated handlebar and brake assembly – just as beautiful to use as it is to look at.

- Precise and powerful braking in all conditions.
- Integrated cabling for maximum city durability.
- One-piece steel discs for instant stopping power.



Boost button

# TURBO BOOST

## HIGH SPEED ON DEMAND

Functionality, with extra fun. The fan-favorite Turbo Boost returns with extra on-demand power. Designed for when you need it most, or need to show off – just try and wipe the smile off your face.

- Boost button delivers full torque for a blast of instant acceleration.
- Perfect for zipping away from traffic lights, up steep hills, and across tricky intersections.

# ONE PIECE SADDLE

## MINIMALIST STYLE, MAXIMUM COMFORT

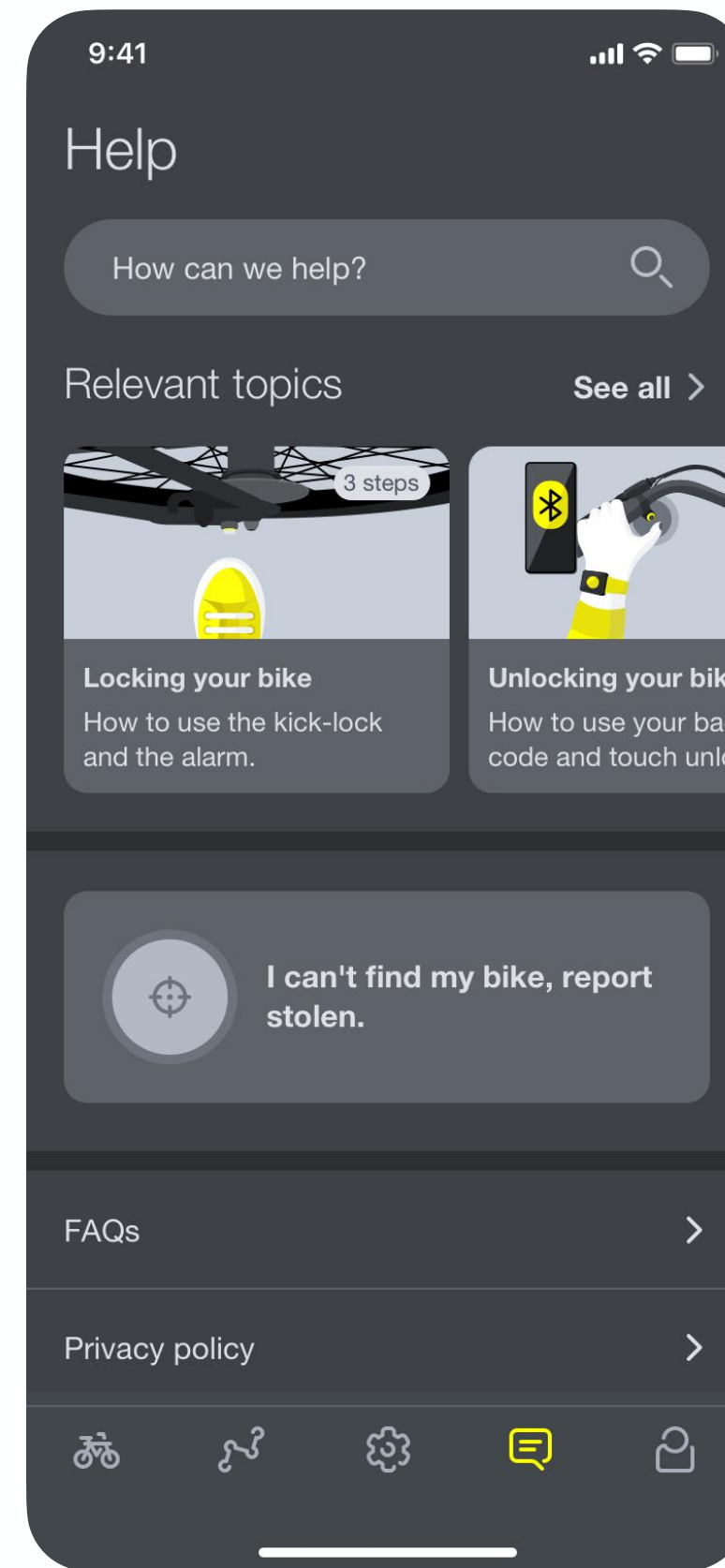
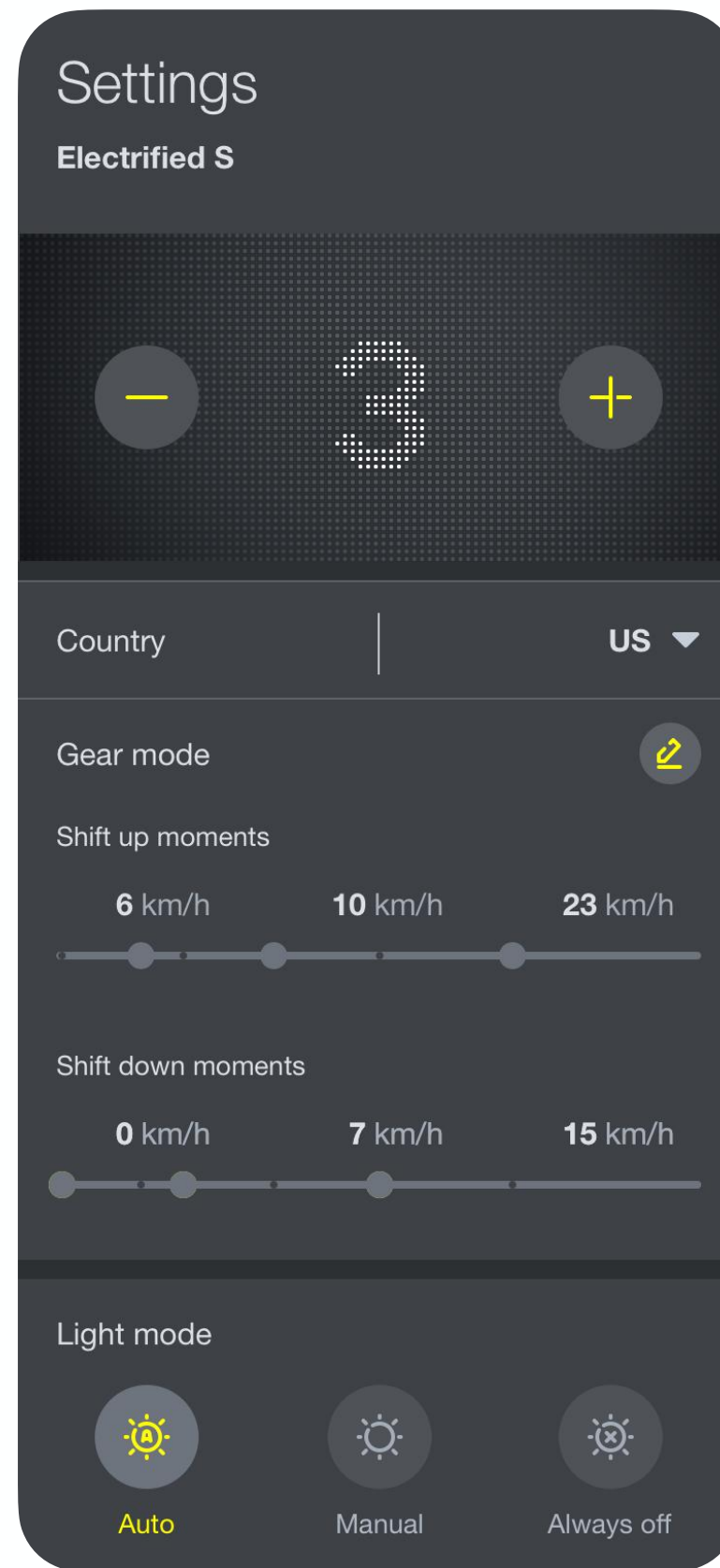
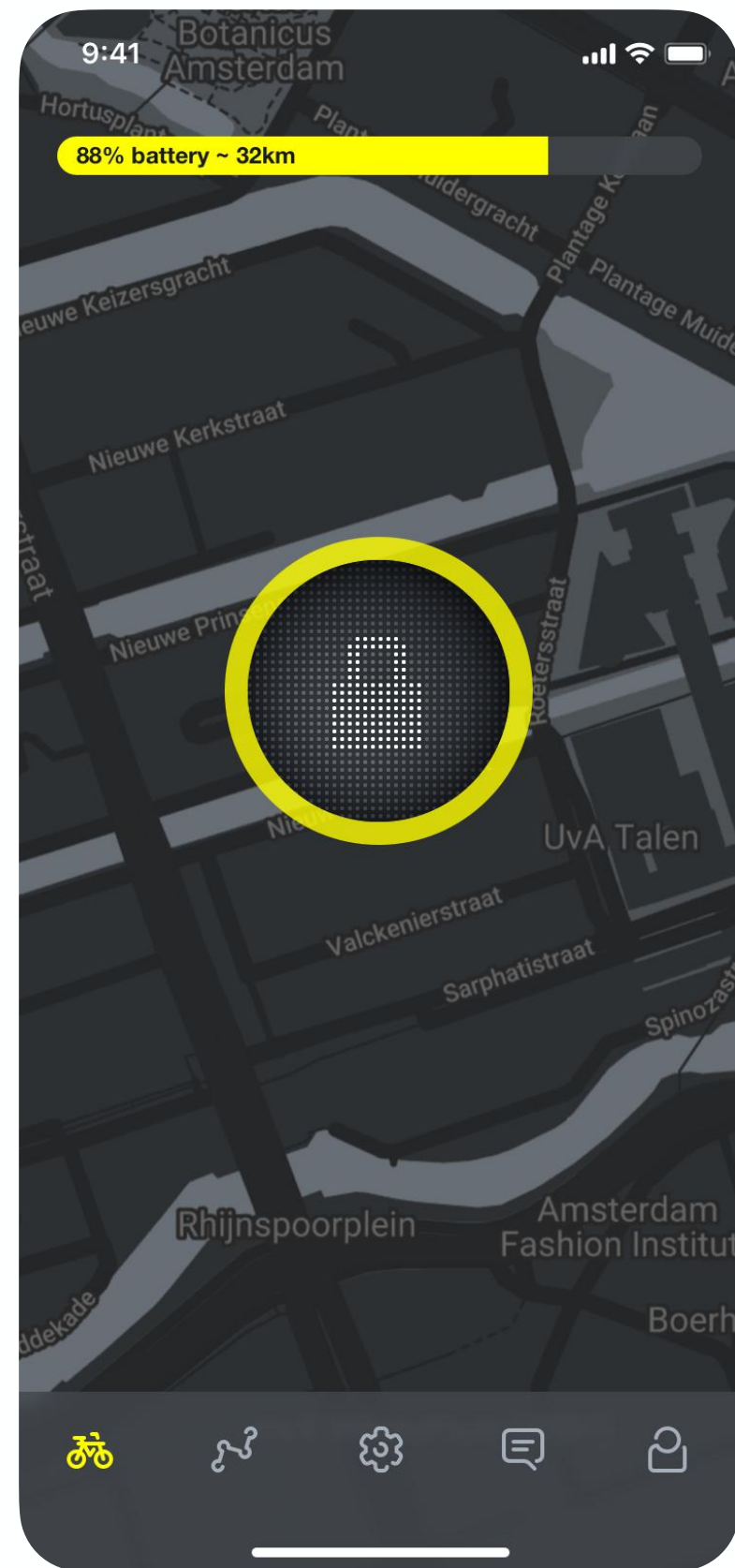
Everything on a VanMoof is designed and built to work with everything else. That includes the saddle. We're breaking the industry convention of cheap throwaway saddles with a unique one-piece design that's as comfortable as it is durable.

- Multi-layered shock absorbing foam for comfortable all-day riding.
- Vertical and horizontal adjustment for perfect rider fit.

# THE VANMOOF APP

## SMART RIDE INSIGHTS AND DEEP CUSTOMIZATION

Unleash the full potential of the S3 & X3, with the VanMoof App. Encrypted Bluetooth keeps your connection secure, and Rider Recognition allows one-touch locking and unlocking. Look out for increased functionality in free updates – this app has always got your back.



- Report as stolen and track bike's location
- Lock down your bike remotely, enabling location tracking and disabling all functionality.
- Set custom e-shifter gear changing.
- Customize light, unlock, and alarm settings.
- Track your rides, with deep insights (coming Summer 2020).

# SPECS

## Power

**Front wheel hub**  
250-350W / 32km/h  
Boost torque 59Nm  
Four assist levels  
Revamped Turbo boost

**Range**  
60km - 150 km\*  
\*Full power - Economy mode

**Battery**  
504W capacity  
Integrated LG cell  
Removable for servicing

**Charger**  
36V 4A  
50% charge in 80 minutes  
Full charge in 4 hours

## Security

Kick Lock  
Touch Unlock  
Rider Recognition  
Integrated alarms

Manual disarm with personal code  
Anti-theft nuts and bolts  
GSM and Bluetooth theft tracking

## Frame

**X3**  
Unisex design for riders 155-200 cm  
Weight: 19 kg  
Wheels: 24”  
Light and Dark anti-scratch colorways

**S3**  
Unisex design for riders 175-210 cm  
Weight: 19 kg  
Wheels: 28”  
Light and Dark anti-scratch colorways

## Parts

**Lights**  
40 Lux automatic LED lighting system

**Handlebars**  
One-piece adjustable handlebar and stem

**Brakes**  
Front and rear hydraulic disc brakes

**Gears**  
Integrated automatic 4-speed hub  
Automatic e-shifter

**Chain**  
Fully enclosed drivetrain  
Automatic chain-tensioning system

**Saddle**  
Multi-layered shock absorbing foam

**Tires**  
Schwalbe puncture-protection tires

**Wheels**  
Anodized aluminum rims  
Stainless steel spokes

## New

**Matrix Display**  
New display states and accurate charging status

**Sounds**  
Choice of different bell sounds

**Coating**  
Scratch resistant matte finish

**Grips**  
Improved waterproof ergonomics

**Wiring**  
Fully integrated wiring with improved connections

**Fender stays and tires**  
Matte black fender stays, lower rims

**Handlebar**  
More sleek design, snap spacers for height adjustment without removing handlebar

**Fender flaps**  
New more ergonomic design

**Brakes**  
Hydraulics brakes for less maintenance and more accurate braking – complete with new discs and calipers

**Lights**  
Front light with halo option

**Charger**  
More compact and portable

**Packaging**  
Smaller packaging using less material, guided unpacking experience

**Extras**  
Includes foot pump, VanMoof branded custom tools, lubricant, reusable VanMoof belt, and celebratory confetti

## Pricing

**Introduction price**  
€1998 / £1798 / \$1998 / ¥250.000

**Add Peace of Mind - Theft**  
€290 / £255 / \$290 / ¥34.000 /3yrs

**Add Peace of Mind - Maintenance**  
€290 / £255 / \$290 / ¥34.000 /3yrs

**Add Peace of Mind - Combo**  
€490 / £450 / \$590 / ¥59.000 /3yrs

# ABOUT VANMOOF

## GETTING THE NEXT BILLION ON BIKES

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 festure-rich e-bikes are ridden worldwide by a community of over 120,000 international riders.

With brand stores in Amsterdam, Berlin, London,

New York, Paris, San Francisco, Seattle, Taipei, and Tokyo, and riders buying online across the globe, the company is driven to get the next billion on bikes.

And as a major figure in the current wave of e-bike adoption, VanMoof is on course to redefine city mobility forever.



# VANMOOF AWARDS

## Red Dot Best of the Best 2020 Product Design – VanMoof S3 & X3

**DEZEEN** shortlist for Product Design of the Year 2019

**Financial Times** Fastest Growing Companies 2019

**TIME Magazine** 100 best inventions of the 2019

**Fast Company** Innovation by design Award 2015



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**The Verge** Gadgets of the Decade

**RED Dot** Design Award 2010

**Core77** Design Award 2019

**EUROBIKE** Award

# 10 YEARS IN THE MAKING



**120,000+**  
riders



**Delivery**  
Simple home assembly



**19**  
countries



**9**  
brand stores



**1 BIKE**  
sold every 30 min



**80%**  
sold online

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