

**UK ENGLISH**



VANMOOF

# VanMoof S3 & X3

**Press Deck**  
Ride The Future Together

Under embargo April 20, 2021 07:00 BST



# About VanMoof

## Getting the next billion on bikes.

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers who dreamt up the perfect city bike. Now our bikes are transforming cities across the world and accelerating the current boom of people choosing e-bikes. Our sleek, multi-award winning rides offer a high-tech and feature-rich experience for a devoted worldwide community of 150,000 riders. And we're just getting started.

The iconic integrated bike 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. As the world's fastest growing bike brand, we're 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 through dedicated Service Hubs to 50 cities worldwide by the end of 2021. More available at [vanmoof.com](https://vanmoof.com).





# VanMoof S3 & X3

The VanMoof S3 & X3 are the next generation of e-bikes. But they won't just replace the car in the cities of the future – they'll change the way we move forever.

With a high power motor, automatic electronic gear shifting, integrated anti-theft tech, and advanced accessories, the VanMoof S3 & X3 shrink commutes and outsmart urban congestion. And at VanMoof we're forever listening, planning, and working so we can offer our riders their best experience yet. That's why we're now introducing the VanMoof PowerBank, more Service Hubs across the world, and updates to our bike and app.

The VanMoof S3 & X3 and the VanMoof PowerBank are available at [vanmoof.com](https://www.vanmoof.com) and in VanMoof Brand Stores worldwide.

**Let's ride the future together.**



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Together

Future

The

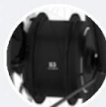
Ride



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



**Integrated Theft Defense**  
Easy to use, useless to steal.



**Intelligent motor**  
Amplify your pedal power.



**E-shifter**  
For the smoothest ride ever.



**Hydraulic brake system**  
Precise braking  
in all conditions.



**Kick Lock**  
Lock your bike with  
the tap of a toe.

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## Super-smart electronics

The Smart Cartridge controls all onboard systems, processing real-time motor feedback to ensure maximum range and motor responsiveness.

**504 Wh**

Battery Capacity

**37-93 mi**

Range

## Theft Defense

Effortless to use, useless to steal – onboard alarms and smart location tracking are specially designed to give bike thieves nightmares.



Tamper detection



Remote lockdown mode

## Intelligent motor

Tuned for maximum power and a natural ride-feel, our new motor runs near-silently – even at top speed.

**15 mi/h**

Top speed

**59 Nm**

Turbo boost torque

## E-shifter

Automatic electronic gear shifting gives the smoothest ride ever. With four speeds to flatten every urban incline.

## Hydraulic brake system

Fully integrated hydraulic brakes deliver precise stopping power in all weather conditions.



# Extend your ride

Our riders asked to be able to ride their bikes for longer and charge them more easily. We listened, made plans, and got to work. Now we're happy to introduce VanMoof's first ever PowerBank.

Designed to add range and make charging easier and more accessible, it's our most anticipated accessory to date. A fully charged VanMoof with PowerBank is now capable of up to 155 miles without charge.

The VanMoof PowerBank is bought as an optional accessory and can charge the bike's main battery both standing still and while you're riding.

**Price: £315**

**Charging time: 3 hours (0-100%)**

**Additional range: 28-62 mi (full power – economy mode)**

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Ride



# VanMoof S3

**Heritage meets performance.**

Our updated straight-tube shape is an instant icon. Loaded with next-gen tech, it's ready to tear up the streets.

**Recommended for riders 170-210 cm.  
Available in Light and Dark.**



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# VanMoof X3

## Playful, powerful.

The X3 packs the same motor, battery, and smart tech as its big sibling. Extra agile handling, with compact wheels for quick getaways.

**Recommended for riders 155-200 cm.**

**Available in Light and Dark.**



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# Powerful Motor

## Go faster, go further.

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

The motor amplifies your pedal power by four times and intelligent power management maximizes your range.



# Matrix Display



## Light up your ride.

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

While riding, the Matrix Display shows your speed, power assist level, and current gear. While standing, you can use the display to check your charging status and alter how assisted your ride is.

If your bike is touched by someone that isn't you, our skull graphics and alarm are triggered. Oh, and we've now fine-tuned the graphics so they're clearer and more fearsome than ever.



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Ride

# Kick Lock

## **Bye bye, bike keys.**

Easier to use than a car key fob, just tap the button near the rear drop-out to immobilize the rear wheel while activating the onboard theft defense. Secure Bluetooth rider recognition makes unlocking even simpler – press the handlebar button and ride.

The Kick Lock completely secures the bike with the tap of a toe by immobilizing the rear wheel. It also enables rider recognition, and activates integrated alarms. Without a phone, the lock can be released with a backup code.

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# Super Smart Electronics

## Light years ahead of the competition.

Designed with future functionality and home servicing in mind, the Smart Cartridge is the 'brain' of our bikes, controlling all onboard systems. And it'll get only smarter with time, as new features are pushed via regular software updates.

Over-the-air updates bring new features and it responds to real-time motor feedback, getting more range from a single charge. You also can get your Removable Smart Cartridge remotely serviced, making it easy to fix without visiting a Brand Store.

## Super-smart electronics

The Smart Cartridge controls all onboard systems, processing real-time motor feedback to ensure maximum range and motor responsiveness.

**504 Wh**

Battery Capacity

**37-93 mi**

Range





# Turbo Boost

## High speed on demand.

Functionality, with extra fun. The Turbo Boost gives extra on-demand power. Designed for when you need a blast of instant acceleration most. Race away from traffic lights, up steep hills, and across tricky intersections.

**59 Nm**

Turbo boost torque

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# Electronic Gear Shifting

## The E-shifter.

Our four-speed E-shifter allows you to ride more effortlessly than ever. With automatic electronic gear shifting controlled by the Smart Cartridge, the E-shifter is designed to instantly flatten even the steepest slopes. Shifting levels are fully customizable in the VanMoof app.



# Urban Hydraulic Brakes

**Low maintenance, peak performance.**

We've integrated all hydraulic elements into the frame for protection, performance, and streamlined aesthetics. This is the first bike 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. Concealed cabling for maximum city durability. One-piece steel discs give instant stopping power.



# VanMoof

## & Apple Find My network

### First ever e-bike to become Find My-enabled.

VanMoof S3 & X3s ordered from today will be compatible with the Apple Find My network and you'll be able to find your bike using the Find My app from your iPhone, iPad, or Mac.\*

Your bike can be connected to Find My in a few simple steps and provides an easy and secure way to locate your VanMoof on a map.



\*To use the Find My app to locate this item you will need an iPhone with iOS 14.3 or later, an iPad with iPadOS 14.3 or later, or a Mac with Big Sur macOS 11.1 or later.

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# The VanMoof App

## Make your ride right for you.

Take control of your ride with the VanMoof app. Not only is it the go-to for in-app support and remote diagnostic solutions, but you can also use it to track your rides and see your stats, unlock your bike, see its location, report it as stolen, and connect to your PowerBank. It's also possible to fully personalize your bike in the app by customizing your light, unlock, E-shifter, and alarm settings.

# 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 designed to give thieves nightmares – and make it easier for our Bike Hunters to recover stolen bikes.

Our bikes have responsive multi-phase alarms and you can lock down, track, and disable your bike's systems from your VanMoof app. And Peace of Mind guarantees VanMoof will recover or replace your bike if stolen.

## Theft Defense

Effortless to use, useless to steal – onboard alarms and smart location tracking are specially designed to give bike thieves nightmares.



Tamper detection



Remote lockdown mode

# Peace of Mind

## If your VanMoof is stolen our Bike Hunters will get it back.

We're putting bike thieves out of business with our integrated location tracking tech and iron-clad anti-theft guarantee. If your bike goes missing, just report it as stolen in the VanMoof app. The Bike Hunters will immediately get to work and recover your bike within two weeks. If they can't, we'll replace your bike with one of the same (or better) age and condition so you'll never be off the road for long.



# Keep on moving

## Expanding our service footprint.

Our service options make sure you're never off the road for long. And in 2021, we're making our service our number one priority. We're expanding our service footprint from 8 to 50 cities across the world so you can get help quicker and easier than ever before. We're also making software and hardware updates and in-app troubleshooting.

For as long as we get feedback, we'll keep working on fine-tuning our bikes – and our service.

# 50

cities  
perpowered.

# 08

Brand  
Stores

# 11

Service  
Hubs

# 31

certified  
workshops

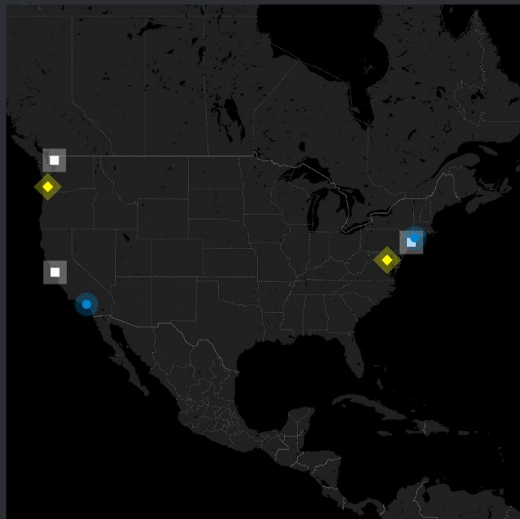
# 200

certified VanMoof  
Bike Doctors

# 50 cities and counting

All the locations of our Brand Stores, Service Hubs, and certified workshops.

United States



Europe



Japan



 **Cities with Brand Store**

Amsterdam  
London  
Berlin  
Paris  
New York  
San Francisco  
Seattle  
Tokyo

 **Cities with Service Hubs**

Hamburg  
Munster  
Munich  
Cologne  
Bremen  
Dusseldorf  
Frankfurt  
Utrecht  
Rotterdam  
Eindhoven

Los Angeles  
Paris  
New York  
Tokyo

 **Cities with Certified Workshops**

Lyon  
Strasbourg  
Bordeaux  
Haarlem  
Groningen  
The Hague  
Maastricht  
Arnhem  
Hanover  
Stuttgart  
Essen  
Leipzig  
Dortmund  
Nuremberg  
Bonn  
Dresden  
Karlsruhe  
Bristol  
Manchester  
Edinburgh

Washington D.C.  
Portland  
Osaka  
Brussels  
Antwerp

Stockholm  
Gothenburg  
Copenhagen  
Vienna  
Dublin

Helsinki

# Specs

## Specs & Features

### Matrix Display

166 LED Lights display states and accurate charging status

### Sounds

Choice of different bell sounds

### Coating

Scratch resistant matte finish

### Grips

Custom designed waterproof ergonomics

### Wiring

Fully integrated wiring.

### Fenders, flaps and tires

Matte black fender stays, ergonomic fender flaps and puncture resistant tires.

### Handlebar

Seek design, snap spacers for height adjustment without removing handlebar.

### Brakes

Hydraulics brakes for less maintenance and more accurate braking.

### Charger

Compact, lightweight portable charger.

### Unboxing

Guided unpacking experience includes foot pump, VanMoof branded custom tools, lubricant, reusable VanMoof belt, and celebratory confetti. Using sustainable materials to minimize waste.

## Pricing

### Introduction price

€2198 / £1998 / \$2298 / ¥275000

### Add Peace of Mind

€348 / \$398 / £328 / ¥45.000 /3yrs

## Power

### Front wheel hub

250W  
Four assist levels  
Revamped Turbo Boost

### Range

37 mi - 93 mi\*  
\*Full power - Economy mode

## Security

Kick Lock  
Touch Unlock  
Rider Recognition  
Integrated alarms

## Frame

**X3**  
Unisex design for riders 155-200 cm  
Weight: 20.8 kg  
Wheels: 24"  
Light and Dark anti-scratch colorways

## Parts

### Lights

40 Lux automatic LED lighting system with front light halo option.

### Handlebars

One-piece adjustable handlebar and stem

### Brakes

Front and rear hydraulic disc brakes

### Gears

Integrated automatic 4-speed hub  
Automatic E-shifter

## Battery

504W capacity  
Integrated LG cell  
Removable for servicing

## Charger

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

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

## S3

Unisex design for riders 175-210 cm  
Weight: 21 kg  
Wheels: 28"  
Light and Dark anti-scratch colorways

## Chain

Fully enclosed drivetrain  
Automatic chain-tensioning system

## Saddle

Multi-layered shock absorbing foam

## Tires

Puncture protection tires

## Wheels

Anodized aluminum rims  
Stainless steel spokes

# VanMoof's Awards & Accolades

**Red Dot Design Award 2020** - Best of the Best

**T3 Award 2020** - Best Electric Bike

**Awwwards 2020** - Website of the day (launch site!)

**Fast Company 2020** - Innovation by design award

**Financial Times** - Europe's Fastest Growing Companies 19, '20 & '21

**Computer Bild 2020** - Reader's award

**German Design Award 2020** - Gold

**IF Design Award** - 2020

**EUROBIKE AWARD** - 2009

**RED Dot Design Award** - 2010

**Fast Company** - Innovation by Design Award 2015

**Core77 Design Award** - 2019

**The Verge** - Gadgets of the Decade 2019

**TIME Magazine Best Inventions** of 2019

**DEZEEN** - Shortlisted for Product Design of the Year 2019



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# Get the next billion on bikes

Our Mission

That's our mission, but what exactly does it mean?

Well, it all started because we wanted to make it easier and cleaner for people to move around their city – and we figured the only way to do that was to create a better alternative to a car. So we did. With our bikes, we aim to reshape our urban environment, make the air we breathe a little cleaner, and the planet a little happier.

We know what you're thinking – a billion seems like a lot. But at VanMoof we don't do things by halves. We reinvented what bikes can do, and now we're reinventing the bike industry.

We don't outsource product or software development, we invent original parts from scratch, and we're the only bike company out there to vertically integrate the entire supply chain. This means we're always in the know about each and every tweak and moment of creative genius – no matter if it takes place in one of our Service Hubs or in a meeting room. This has meant that we can reinvent the way our bikes are created, allowing us to deliver an unbeatable combination of sleek design and high technology.

But back to the billion. We know the only way we'll get this number of riders on board is by becoming as accessible as possible. So that's what we're going to do. In 2021 alone, we're going to enhance the user-friendliness of our bikes, add more accessories to improve our ride, and expand our service network so more people can benefit from the complete VanMoof experience.

Our bikes present you with a choice. They're what can finally get you out of your cars and into the world. It goes beyond individual riders, and it goes beyond us. It's a movement that has a life of its own and is redefining the way we move.

So, are you in?

**Let's ride the future together.**

# Contact Info

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