



THE VANMOOF S5 & A5

PRESS DECK

APRIL 2022

UNDER EMBARGO

£2298 / € 2.498 / \$2998

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

EU
UK

VANMOOF

An aerial photograph of a dense city skyline, likely New York City, featuring numerous skyscrapers and a river in the foreground. The sky is overcast with soft, diffused light.

APRIL 2022

UNDER EMBARGO

As cities get bigger and busier, we're driven to make them greener, cleaner and happier places to live.

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF

APRIL 2022

UNDER EMBARGO

“THE WORLD’S LEADING E-BIKE BRAND”

TECHCRUNCH,
2021

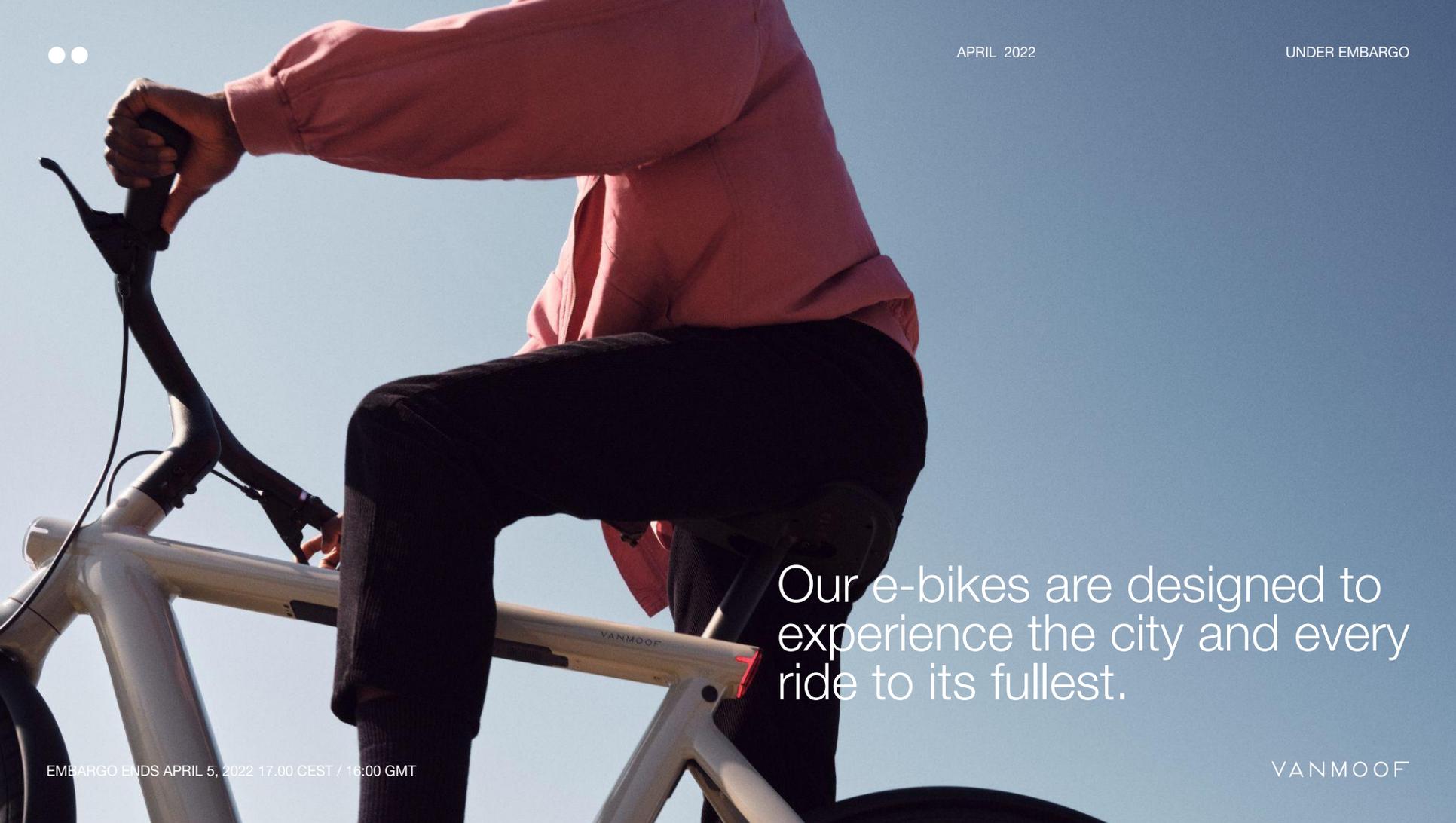
EMBARGO ENDS APRIL 5, 2022 17.00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO



Our e-bikes are designed to
experience the city and every
ride to its fullest.

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF

APRIL 2022

UNDER EMBARGO

“THE BEST E-BIKE FOR THE CITY”

GQ, 2021

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO

INTRODUCING THE ALL-NEW, ALL-ELECTRIC VANMOOF S5 & A5

EMBARGO ENDS APRIL 5, 2022 17.00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO

THE VANMOOF S5 & A5

Packed with the latest unique VanMoof tech, our latest generation of e-bikes set the standard for riders worldwide.

This isn't just a quantum leap for e-mobility, but for the future of our cities as a whole.



EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

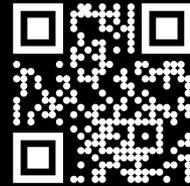
UNDER EMBARGO

RULE THE ROAD WITH THE VANMOOF S5

First pick for controlled cruising and longer rides.

We've remastered our straight frame to bring you the VanMoof S5. The high riding position gives you a masterful view of the road ahead and the larger wheels glide over the most uneven of surfaces. Every ride gets you to your destination feeling calm and collected.

For riders: 165-210 cm.



Scan the QR code for an
Augmented Reality experience
of the VanMoof A5.

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO



EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF

APRIL 2022

UNDER EMBARGO

PLAY THE STREETS WITH THE VANMOOF A5

First pick for pit stops and agile city rides.

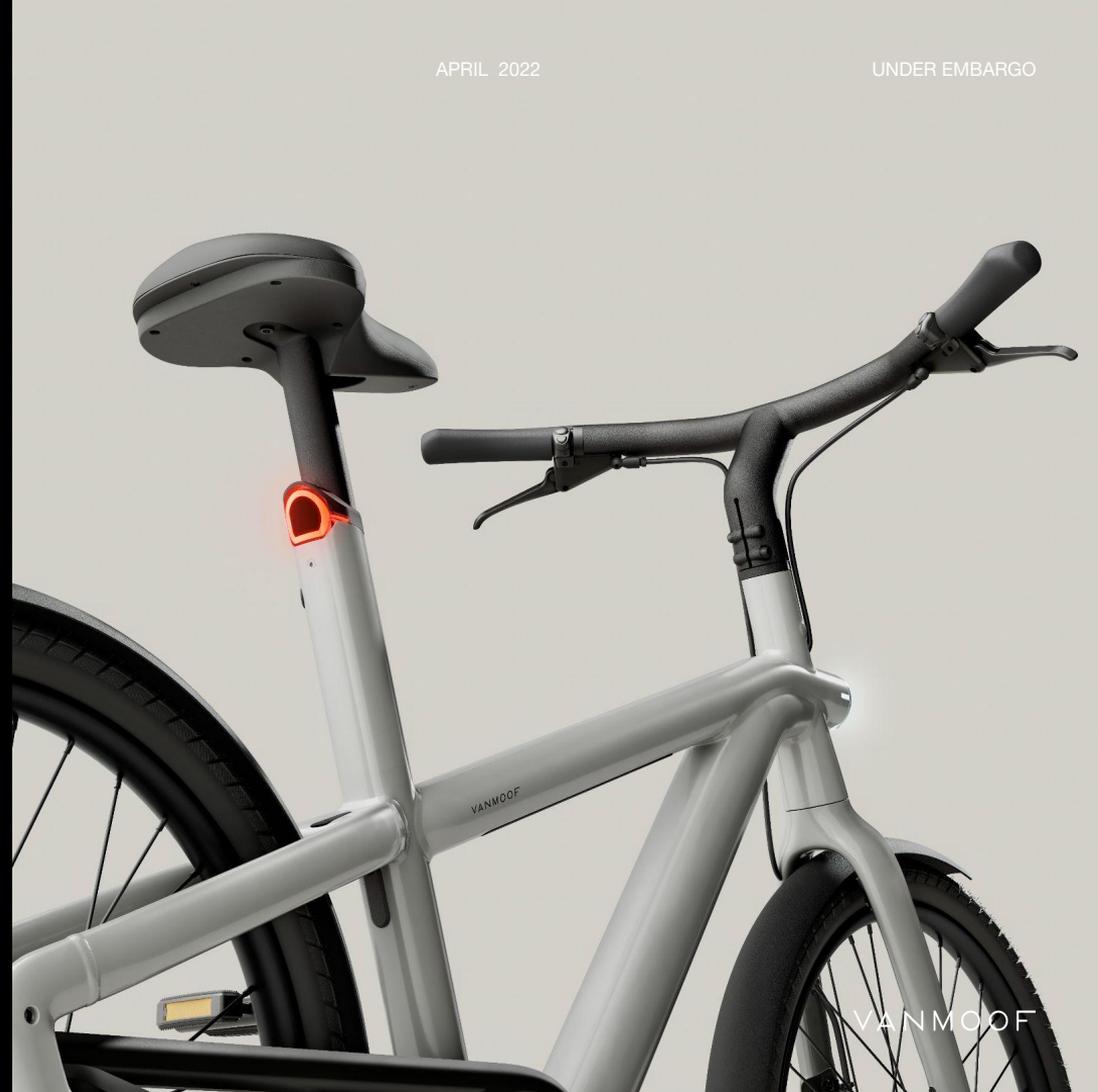
The A5's angled frame lets you jump on and off without a second thought as you zip around town. The lower step-in keeps you close to the road as you outmaneuver any traffic. And with the option of front and rear carriers, if you've got errands to run you can just throw in whatever, and go.

For riders: 155-200 cm.



Scan the QR code for an
Augmented Reality experience
of the VanMoof A5.

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT



VANMOOF



APRIL 2022

UNDER EMBARGO

EMBARGO ENDS APRIL 5, 2022 17.00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO

SWEAT-FREE

Laugh in the face of hills and headwinds. Our Gen 5 Motor helps you glide through the streets with ease.

Want an extra shot of adrenaline? Just hit the Boost button and prepare to accelerate at warp speed. It feels so good, you might wish you could ride until the sun goes down. And thanks to our long-range battery, you can.

Turbo Boost

A blast of instant acceleration at the touch of a button.

Gen 5 Motor

The E-shifter, torque sensor, and integrated battery work together as an intuitive power system to give you the smoothest, most silent riding experience.

Long range battery

Our long-range integrated battery lets you ride all day long... and still have plenty of juice left.

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF

APRIL 2022

UNDER EMBARGO

FUSS-FREE

It's that easy

This bike anticipates your every move. All the controls you need are on your handlebars. And all your bike's info lives in the VanMoof app on your phone (which you can mount and charge on the bike). When it comes to locking up, everything is keyless.

Halo Ring Interface

Responsive LED light ring display integrated in the handlebar.

Phone mount

With USB charging.

Kick Lock

Our in-wheel lock is armed with a tap of your toe, and unlocks automatically when you return.



EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF

APRIL 2022

UNDER EMBARGO

CARE-FREE

We've got you covered

Every VanMoof comes fully loaded with our iconic anti-theft technology and ultra-low maintenance parts. Integrated wiring, locks, and lighting means you can focus on what's most important – enjoying your ride. If the unthinkable does happen, you can rely on our Bike Hunters to recover your ride and our Bike Doctors to help out at the tap of our app.

Integrated anti-theft tech

Our iron-clad protection puts bike thieves out of business.

Ultra-low maintenance

Integrated wiring, locks, and lighting. Ultra-low maintenance, high-quality parts.

Peace of Mind service

We hunt down or replace your bike if it's ever stolen.

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO

FEATURE

OVERVIEW



Halo Ring Interface
Bike info from the handlebars.



Anti-theft tech
Iron-clad security.



Gen 5 Motor
The smoothest ride out there.



Gen 5 Turbo Boost
Instant acceleration.



Phone mount and charger
VanMoof app dashboard navigation.



Gen 5 Kick Lock
Automatic locking and unlocking.

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO



red**dot** winner 2022

Product Design, 2022

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF



APRIL 2022

UNDER EMBARGO

BYE BYE

BIKE THIEVES



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. Our global team of 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. But we have a feeling they will, their success has even been noticed by [The New York Times](#).

VANMOOF

APRIL 2022

UNDER EMBARGO

50 CITIES AND WORLDWIDE COUNTING

VANMOOF

VANMOOF

TIME
TO RIDE
THE
FUTURE

TIME TO RIDE THE FUTURE

AMSTERDAM	NEW YORK	HAMBURG	FRANKFURT	LYON	THE HAGUE	ESSEN	DRESDEN	BRUSSELS	LUXEMBOURG	AMERSFOORT
LONDON	SAN FRANCISCO	MUNSTER	UTRECHT	STRASBOURG	MAASTRICHT	LEIPZIG	BRISTOL	STOCKHOLM	ZWOLLE	HELSINKI
BERLIN	SEATTLE	MUNICH	ROTTERDAM	BORDEAUX	ARNHEM	DORTMUND	EDINBURGH	COPENHAGEN	LEIDEN	
PARIS	TOKYO	COLOGNE	EINDHOVEN	HAARLEM	HANOVER	BONN	WASHINGTON	VIENNA	HILVERSUM	
		BREMEN	LOS ANGELES	GRONINGEN	STUTTGART	ALMERE	PORTLAND	DUBLIN	NIJMEGEN	



OUR RIDERS

APRIL 2022

UNDER EMBARGO



FRANK OCEAN
 JIHOON KIM
 CIESAY
 AMINE
 NINA KRAVIZ
 MONIKH DALE
 NAOMI SHIMADA



EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 CDT

VANMOOF

••

TREVOR NOAH

TYLER THE CREATOR

ANDRE SARAIVA

PEGGY GOU

ALYSSA COSCARELLI

APRIL 2022

UNDER EMBARGO



EMBARGO ENDS APRIL 5, 2022 17.00 CEST / 16:00 GMT

VANMOOF



OUR COLLABS

We collaborate with some of the world's most iconic designers and brands celebrating the transformative power of life on two wheels.

APRIL 2022

JACQUEMUS 24/24
UNDER EMBARGO



PIGALLE
JACQUEMUS
GANNI



EMBARGO ENDS APRIL 5, 2022 17.00 CEST / 16.00 GMT



VANMOOF

APRIL 2022

UNDER EMBARGO

“A HINT OF HOW TO GAZE FORWARD”

The New York Times, 2022

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF



AWARDS AND ACCOLADES

Red Dot Design Award 2022 – Product Design

Red Dot Design Award 2020 – Best of the Best

Product Design Award 2020

T3 Award Best Electric Bike 2020

Awwwards Website of the Day 2020

Fast Company Innovation by Design Award 2020

Financial Times Europe's Fastest Growing Companies 2019, 2020, 2021

Computer Bild Reader's Award 2020

German Design Award Gold 2020

IF Design Award 2020

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

Fast Company Innovation by Design Award 2015

RED Dot Design Award 2010

EUROBIKE AWARD 2009



reddot winner 2022

de
zeen

FASTCOMPANY



VANMOOF

TIMELINE

2009

2010

2014

2016

2018

2020

2022



First VanMoof

Signature frame design, integrated lighting



Anti-theft

First integrated chain lock



Electrified

Integrated battery, anti-theft tracking



Electrified S

Turbo Boost, Bike Hunters, updated integrated chain lock



Electrified S2 & X2

Matrix Display, Integrated Kick Lock, alarm system, more powerful motor



VanMoof S3 & X3

Apple Find My, rider recognition, Turbo Boost, anti-theft tech, silent motor, E-shifter.



VanMoof S5 & A5

Halo Ring Interface, Gen 5 Motor, Gen 5 Kick Lock, Gen 5 Turbo Boost, phone mount.



ABOUT VANMOOF

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers who dreamt up the perfect city bike. Today, our sleek, multi-award winning e-bikes offer a high-tech and feature-rich experience for a global community of almost 200,000 riders (and counting). And we're just getting started.

As the world's fastest growing and Europe's most well-funded e-bike brand, we're on course to get the next billion on bikes and redefine the future of urban mobility. By leaving old habits behind and choosing to ride electric, we can make our city streets safer, our air cleaner, and people happier.

It's safe to say that revolution's built into our DNA at VanMoof. But, what's next? Our cities are calling out for change. So, we built the next generation of VanMoof e-bikes with this change in mind. With revolution, built in.



APRIL 2022

UNDER EMBARGO

CONTACT

Barry Bracken
Senior PR specialist
barry@vanmoof.com
+31 (0) 6 21 90 86 01

EMBARGO ENDS APRIL 5, 2022 17:00 CEST / 16:00 GMT

VANMOOF