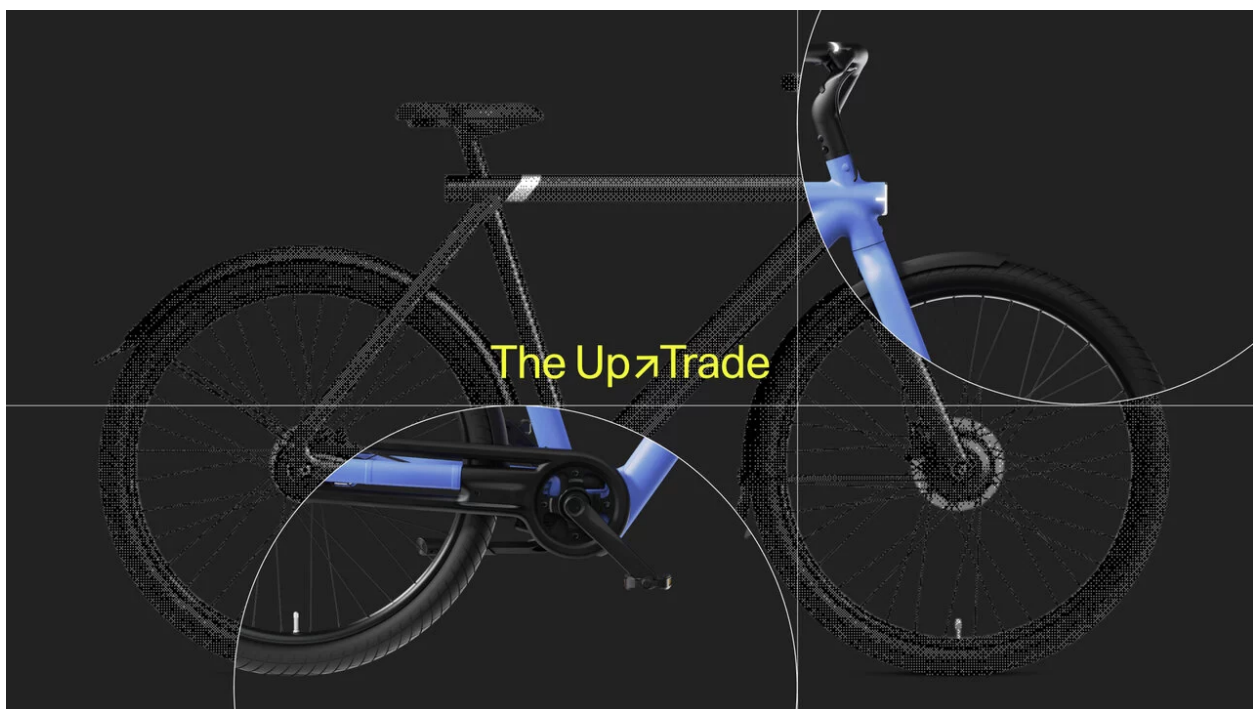


VanMoof launches the Up-Trade in the UK

The program allows S3 and X3 riders to trade in their old bikes and get a €500 discount on the S6 series or the S5 & A5.

The Up-Trade has arrived in the UK. Starting October 1 VanMoof is giving owners of the S3 and X3 models the opportunity to trade in their bikes and get a €500 discount on VanMoof's ultimate ride: the S6 and the S6 Open - or on the S5 and A5 models.

The Up-Trade comes to the UK after a hugely successful first edition early this year in mainland Europe that saw thousands of riders receiving a brand new VanMoof. The program is based on feedback from 1000's of riders and 350 partners.



After extensive feedback from partners and riders The Up-Trade is now significantly improved . Delivery times for newly ordered discounted bikes are shorter, the internal processes are simplified and the program now welcomes more partners in more markets, notably for the first time including the UK.

The S6 series, which was introduced in June 2025, is VanMoof's ultimate bike: building on 11 years of experience developing e-bikes the Amsterdam-based company has created a bike series that is more powerful, more secure and smarter than anything it has released before, with the world's most advanced anti-theft system. The S5 and A5 models were the first bikes sold under UK ownership - these bikes were completely reengineered by the new VanMoof.

The Up-Trade will be running through select partners in VanMoof's sales - and service network. The full list of participating partners can be found on VanMoof's [website](#). The state of the bike does not matter - but riders are asked to prove they own the bike legally which is done via the bike ID and the VanMoof app. After this quick check riders receive a €500 voucher for a new VanMoof bike to be spent before November 30 at a participating sales partner or at [any VanMoof store](#). SX3's can be traded in until this date too - unless delivery times for new bikes significantly exceed two weeks.

Elliott Wertheimer, CEO VanMoof: 'We introduced the first Up-Trade in January to provide an option for our S3 and X3 riders to get access to our latest products. The response exceeded all our expectations. We overshot our targets by 300% - making this the most successful trade in program by VanMoof ever - leading to the company's first ever profitable months. This shows our riders' appetite for all the improvements we delivered in our latest bike series. We are now super excited to restart the up-trade, with all the previous editions' learnings implemented and we look forward to many SX3 riders hitting the road with our latest models in the coming weeks.'

More information about the Up-Trade can be found [here](#). Pictures are [here](#).

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