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Blue tire mystery at Tour de France revealed

Team Jumbo-Visma and Swapfiets jointly promote cycling in daily life

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- World-class race as unique opportunity to highlight why cycling is good for people and the environment
- Swapcars concept of Swapfiets inspired by Tour de France service cars

Brest (FR) / Amsterdam (NL), 24th June 2021 – Today, Team Jumbo-Visma used the exciting moment of the Team Presentation for Le Grand Depart for the 2021 Tour de France to present all of their bicycles with a blue front tire. Together with Swapfiets, the world's first bicycle membership, the team confirmed the iconic blue front tires being a symbol of their 3 year long partnership to jointly promote cycling in daily life. At selected stages during the Tour de France, Team Jumbo-Visma will use the Swapfiets-blue front tires, made of cotton by Vittoria to get an extra boost and draw attention to the fact that cycling continues to be the best means of transportation in cities worldwide, good for people's health and the environment.

Richard Plugge, Director of Team Jumbo-Visma, explains: "Many fans of professional cycling are people that also like to use a bicycle in their daily life, this partnership with Swapfiets is a very natural symbiosis. We as Team Jumbo-Visma see this as a chance to tell the broader public what we care about besides winning a race: people's health, a greener environment and more liveable cities for everyone. This is what Swapfiets stands for and by offering a hassle-free bike subscription, Swapfiets gets more people on bikes and to cycle more often. A comprehensible and accessible concept!"

A bike membership inspired by Tour de France

„Professional cycling and Tour de France actually inspired Swapfiets when adapting the idea of service cars for our business model of a monthly bicycle subscription, when founding the company in 2014 in the Netherlands“, says Marc de Vries, CEO of Swapfiets. „Our so-called Swapcar enables us to provide a doorstep delivery & repair-service for all our members.“

Today, the always working bikes of Swapfiets are available in more than 50 cities in 9 European countries serving more than 220.000 people who can rely on a speedy 48 hour repair-service at no additional cost.

Innovative blue tires

To promote cycling in daily life together with Team Jumbo-Visma, Swapfiets went the extra mile and asked tire expert Vittoria for help to create the innovative blue-colored tires, similar to the front tires of Swapfiets, but exclusively designed for heavy use by Team Jumbo-Visma in race situations. A true challenge as Vittoria engineers' had to remove all black ingredients from the tires, to create blue tires with the same level of performance. The solution was the creation of a new rubber compound recipe which uses a specific silica as filler. The result of this team work is a true innovation, that is making the Swapfiets-blue tire as efficient as the original Vittoria Corsa Graphene tire.

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About Swapfiets:

Swapfiets is the world's first 'bicycle as a service' company. Founded in 2014 in the Netherlands, the scale-up quickly developed, being today one of the leading micro mobility providers in Europe with nearly 220.000 members in the Netherlands, Germany, Belgium, Denmark, France, Italy and UK in early 2021. In Spring 2021 Swapfiets expanded to Spain (Barcelona), Austria (Vienna) and Lyon, Nantes, Strasbourg and Toulouse (France). The concept of Swapfiets is quite simple: For a monthly subscription fee, Swapfiets members receive a fully functional bicycle or e-mobility solution for their own use. If needed, a repair service is available within 48 hours to repair or directly swap the two-wheeler at no additional cost.

Further information can be found at www.swapfiets.com as well as at news.swapfiets.com
Photo material for editorial use is available at news.swapfiets.com

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Swapfiets Press Office

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<https://news.swapfiets.com/en-NL/contact/>

Experience the blue tire in 3D: <https://thebluetire.com>

Photo material can be found in the Swapfiets Newsroom at <https://news.swapfiets.com>

Swapfiets is 's werelds eerste 'bicycle as a service' bedrijf. Opgericht in 2014 in Nederland, groeide de scale-up snel uit tot een van de meest toonaangevende leveranciers van micromobiliteit in Europa, met inmiddels meer dan 220.000 leden in Nederland, Duitsland, België, Denemarken, Frankrijk, Italië en het Verenigd Koninkrijk. In het voorjaar van 2021 breidt Swapfiets uit naar Barcelona (Spanje), Wenen (Oostenrijk) en Lyon, Nantes, Straatsburg en Toulouse (Frankrijk).

Het concept van Swapfiets is vrij eenvoudig: voor een maandelijks vast bedrag hebben Swapfiets-leden altijd een werkende fiets. En zijn er onverhoopt problemen, dan wordt de tweewieler binnen 48 uur gerepareerd of direct vervangen zonder extra kosten. Swapfiets is in Nederland beschikbaar in meer dan 50 steden.