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# Swapfiets Deluxe 7: the luxurious city bike

Who doesn't want an always working bike? We do! That's why our bikes are always made of the highest quality so that you can cycle hassle free. A reliable bike saves everyone time, money and hassle.

What many people don't know is that we design our bikes ourselves. Also, all bike parts are selected based on our usage data. We are constantly working on optimizing the quality of our bikes. This way we make sure you always have the best bike.

We have 3 bike models: The Original, Deluxe 7 and the Power 7 e-bike. The same goes for each bike: we want it to always work! This week we will take a look at the design of the Deluxe 7.

## **The Deluxe 7**

The luxury city bike that goes a little further. With our Deluxe 7 you can easily cycle over any bridge or hill thanks to the seven gears! We've built this bike for anyone who loves a simple, effective bike that can handle all city elements and environments.



## **The frame**

All our frames are made of aluminium so that everyone can ride it for as long as possible.

We also have different frame sizes. So you are assured of a suitable bike for your height.

Framesize 49 cm (height: < 1.64 m)

Framesize 53 cm (height: 1.65 - 1.74 m)

Framesize 57 cm (height: > 1.75 m)



### **Bicycle pedals: extra strong, extra grip**

A bicycle pedal has two important tasks: getting the bike to move forward and to braking. That's why there's an extra layer of rubber on our pedals. This gives you extra grip and safety.



### **Swapfiets light: it always works.**

Our Deluxe 7 bike has an always working light with the hub dynamo. So you always have that extra bit of safety!



### **Wheels and tires: better and stronger**

A wider aluminium rim. The wheels of a Swapfiets are normally used for cargo bikes that have to carry a lot and can take a beating. And every wheel needs: tires. The tires are anti-leak and extra strong so that sharp objects are less likely to reach the inner tube. So less likely to get a flat tire! Oh, and the front tire is blue. Super recognisable.



### **Bicycle chain: anti-rust**

Extra strong anti-corrosion chain and easily accessible for our mechanics because of the open chain case. So you are less likely to wait at the side of the road with a loose chain. But if it does happen, it will be back on in no time!

## **7 Gears**

Also for the gears we have chosen for the highest quality! The Shimano gears are notorious in the cycling world and make it easy to get up and down steep bridges, streets or hills.

## **Brakes: Hand- and back-pedal brake**

Reliable brakes for your safety. That way you can be sure you're braking on time.

## **Stickers: extra bike protection**

Some spots on your bike are slightly more vulnerable to scratches and rust. For example, where you hang your lock around your bike. In these places we have placed stickers for protection. This way the paint stays beautiful for as long as possible.

We hope that with this blog we've given you an insight in how we design our bikes. Quality is our number one priority.

Do you have more questions about the Deluxe 7 or something else? Feel free to contact us via the app, our website or the Swapdesk at +49 307 001 4500.

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### ABOUT SWAPFIETS

Swapfiets ist das weltweit erste 'bicycle as a service' Unternehmen. Gegründet im Jahr 2014 in den Niederlanden, entwickelte sich das Scale-up schnell zu einem der führenden Micro Mobility Anbieter Europas mit insgesamt über 200.000 Mitgliedern in den Niederlanden, Deutschland, Belgien und Dänemark im Juni 2020.

Das Konzept von Swapfiets ist einfach: Für eine monatliche Gebühr erhalten Swapfiets Mitglieder ein voll funktionstüchtiges Fahrrad oder Elektrofahrzeug für den eigenen Gebrauch. Wenn nötig, steht ein Reparaturservice ohne zusätzliche Kosten innerhalb von 48 Stunden zur Verfügung, um das Zweirad zu reparieren oder direkt gegen ein runderneueres, fahrtüchtiges Exemplar auszutauschen.

In Deutschland startete Swapfiets in 2018 und mobilisiert mittlerweile über 50.000 Mitglieder in Aachen, Berlin, Bonn, Braunschweig, Bremen, Darmstadt, Dresden, Düsseldorf, Frankfurt am Main, Freiburg, Göttingen, Halle (Saale), Hamburg, Hannover, Heidelberg, Karlsruhe, Kiel, Köln, Leipzig, Lübeck, Mainz, Mannheim, München, Münster, Offenbach, Oldenburg, Osnabrück, Potsdam, Stuttgart und Wiesbaden.



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