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## We're making power moves.

Why Power 1 - our newest, urban e-Bike - will supercharge the electric cycling boom in Europe.



Everybody's going somewhere. But these days, we all want to get there quicker. And easier. And without doing more to destroy the planet. Naturally, the demand for e-Bikes has never been greater. However for some, the high up-front cost and valid concerns about maintenance is preventing widespread adoption. Power 1 is here to change that.

Swapfiets Power 1 is a game-changer in the e-Bike marketplace. We've specifically designed this sleek, entry-level e-Bike for swift city riding. More importantly though, it's the most affordable e-Bike membership on the market. At just €49.90 per month (including repairs and insurance) we're doing our best to democratise cycling.

Because we believe riding is the most healthy, joyful and sustainable way to get around. So what better way to encourage everyone to jump on two wheels than by making it even more accessible?

## **Designed with your city in mind**

Since launching in 2014, we've signed 250,000 members to our circular mobility service. Along the way, we've captured an immense amount of data, insight and expertise - meaning Power 1 has been years in the making.

Each and every Swapfiets repair is logged and analysed, allowing us to innovate and upgrade our bikes in real time. All this vital knowledge has fed into Power 1. The result? An e-Bike for the new generation. One refined for the particular needs of city life, getting you where you're going - faster, easier and more affordable than ever.

**“We are incredibly excited to launch the Power 1 and believe it will be a game-changer in the e-bike market. This is a first for the industry – a premium e-bike developed specifically for the city and introduced for less than 50 Euros a month, including hassle-free repairs and service. The Power 1 removes the barriers to getting an e-bike, delivering top performance for an unbeatable price.” - Marc de Vries, CEO of Swapfiets**

## **The Juicy Details**

The name comes from its single speed (no gears) set-up, making it easy to use and maintain. It's powered by a Shimano E5000 e-bike motor system, which offers three levels of electrical assistance and a top speed of 25km/h. Another major plus is the easy to remove, on-tube battery. This means you don't need to hang a power cord out the window to charge it - like some others on the market. When fully charged, it provides a maximum range of up to 80km. Perfect for a full day of work and play in the city. The stylish aluminium step-over frame is available in 5 luxe matte colours, and weighs in at just 26kg - not too shabby for a fully-equipped e-Bike.

Like all Swapfiets products, Power 1 is built to last. It's made from top-tier components, which have been specifically chosen in line with our commitment to a circular business model. But - we know life has a sneaky habit of getting in the way. So as always, even if you have a problem during your ride, we promise a repair (or Swap) in 48hrs or less. Hot damn.

We're absolutely STOKED to launch this lil' baby to the world. It means we can extend our mission of more liveable cities even further, and provide our much-loved members with a new and even more efficient way to move. Next up: world domination.

But you know, in a nice way :)

## **TLDR;**

Swapfiets launches sleek, new urban e-Bike - the Power 1 - for a damn good price. Includes service & repairs. At a glance:

- Motor & display: Shimano E5000 e-bike system
- Speed: Max 25km/h (aligned with EU regulation)
- Battery: On-tube, removable battery
- Range: 60-80km from one full charge; 50% charge in 1.5hrs, or full charge in 4hrs
- Breaks: Rollerbrake at the front and coaster brake at the rear
- Aluminium frame: two sizes 49cm or 55cm
- Tires: anti-puncture, 47mm wide for extra comfort
- Built in automatic lights & double locks
- Weight: 26.6kg
- Max load: 120kg

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## **ABOUT SWAPFIETS**

Swapfiets is the world's first 'bicycle as a service' company. Founded 2014 in the Netherlands, the scale-up quickly developed being one of the leading micro mobility providers in Europe with 250.000 members in the Netherlands, Germany, Belgium, Denmark, France, Italy, Spain, Austria and UK in early 2021. 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.



Swapfiets