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VanMoof drops limited-edition e-bike, the S3 Aluminum

For the first time, Dutch e-bike brand VanMoof releases a limited-edition S3 Aluminum frame that celebrates electric riding in its purest form.



Amsterdam, August X – Today, VanMoof announced the release of a stripped-back, premium e-bike, the S3 Aluminum. On August 16, a very limited number of striking raw-cut bikes will be made available to the public for a short period via vanmoof.com. This is the first time the brand has dropped a unique S3 colorway. But this bike is more than just a collector's item – the S3 Aluminum captures a snapshot in VanMoof history.



S3 Aluminum: Riding in pure form

From their earliest non-electric models to their latest high-tech e-bikes, VanMoof has formed a habit of setting new industry standards.

"VanMoof's design philosophy has always been grounded in one indisputable truth: that the joy of riding a bike lies in its simplicity."

— Jonathan Hum, CMO

Every element of a VanMoof bike is essential, yet elevated to the highest-possible standard. And as VanMoof and its e-bikes continue to evolve, the announcement of a limited-edition frame pays homage to this founding idea.

By staying true to the foundational idea that there is beauty in simplicity, VanMoof's bikes are built to both stand out on the bike rack, and stand the test of time. In a return to where it all began, this limited-edition bike celebrates electric riding in its purest form.

The limited-edition release, uncovered

The S3 Aluminum is stripped back, with a brushed aluminum frame and VanMoof's iconic raw welding. The black LED Matrix Display indicates your speed, battery level, and power assist level and is framed with brushed aluminum. The fully-integrated handlebars, one piece saddle, and 28-inch tires are in signature black, while subtle branding on the top tube nods to the very first iteration of the straight frame made in 2008, the M1.

The S3 Aluminum features the much-loved tech and features of the Red Dot award-winning [VanMoof S3](#), including an ultra silent front motor, integrated Kick-Lock, powerful Turbo Boost, long-range battery, and VanMoof's signature anti-theft tech.



Limited-edition bike drops August 16

The S3 Aluminum drops on August 16 in the United States, the Netherlands, France and Germany for \$2648. Sign up to be the first in line to claim one of the few limited-edition e-bikes available.

[S3 specs and features](#)

[VanMoof Media Kit](#)

[VanMoof Newsroom](#)

About VanMoof

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers who dreamt up the perfect city bike. Today, its 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) worldwide. And the e-bike pioneers are just getting started. As the world's fastest growing and most well funded e-bike brand, Vanmoof is on course to redefine the future of urban mobility and get the next billion on bikes.

VanMoof sells its e-bikes directly to consumers online, with Brand Stores in over 20 cities worldwide, from Paris and New York, to San Francisco and Tokyo. Its ever-expanding service network of Service Hubs and certified workshops spans across 50 cities.

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