



woom
pedal your planet

In 2013 Christian Bezdeka and Marcus Ihlenfeld founded woom in a garage in Vienna. The company is 100% focussed on developing and manufacturing bicycles and bicycle accessories for children. When children feel comfortable on a bike, they enjoy riding more. Children learn to ride up to three times faster on woom's award-winning bikes.

woom fact box:

- Founded in 2013 in a garage in Vienna
- by Christian Bezdeka (industrial designer) and Marcus Ihlenfeld (marketing manager)
- Currently around 80 members of staff
 - of which around 20 are in the workshop and logistics
 - 15 are in product development
- In 2018 we sold our bicycles mainly in Germany, Austria and the United States.
- The lightest series-production children's bikes on the market
- Philosophy: 100% focus on children's bikes
- Winner of many awards

It all started with Christian's and Marcus' search for the perfect children's bike, which led them to consider the individual criteria that make up such a bicycle. They spent the next six years looking in detail at the world of children's bikes. Today, woom has an 80-strong team. Each member of staff is a specialist in his/her respective field, from designers and product developers to engineers. They all share a passion for bicycles and a mission to share this love of cycling with the next generation.

As a qualified biomedical technician and industry designer with years of experience in the bike industry, Christian Bezdeka spent a lot of time looking at the anatomy of children and developing specialist size tables for fitting children's bikes. Children are at the heart of all our developments and form the basis for the lightest series-production kids' bike in the world. This stands in stark contrast to the majority of other bicycle manufacturers, who simply make smaller versions of their adult bikes. woom bikes is always searching for ways to further improve its children's bikes, an attitude reflected in the forward-looking and function-driven design of its products.

This hard work has resulted in six woom bikes for children between one and a half and fourteen years of age. Made with great attention to detail, woom bikes are ideal for all-round use and suitable for any weather or terrain. Bikes whose quality shows in the fun children have riding them and which become faithful companions on all their adventures.



woom 1: the first time on two wheels

The woom 1 introduces children to the fun world of cycling. Even if a child has only just started to walk, the woom 1 will soon be their best friend for little adventures. Measuring 12" and weighing just 3 kg, the woom 1 is designed to allow children from one and a half years of age and at least 82 cm tall to easily hop on and roll away. The specially designed brake lever is easy to pull with small hands and requires little strength to bring the bike to a safe halt, making children familiar with hand braking before they move on to a pedal bike. Thanks to the long seatpost and open seat tube the bike can be adjusted for a long time to fit your child as it grows. The saddle has also been designed to perfectly fit the pelvis of young children in all positions – standing, running or sitting. The saddle's gently curved banana shape prevents children from sliding off. An important safety feature designed to reduce the risk of accidents is the steering limiter. It prevents the handlebars from



overturning and gives children extra stability when riding in a straight line. The woom 1 is available from €179.

woom 1 PLUS: first time on two wheels from three years and up

Not all of tomorrow's little pros start their cycling careers at the same time. The woom 1 PLUS is slightly larger than the woom 1 at 14" and slightly heavier at 4.25 kg, making it the ideal introduction to cycling for children from three years of age who are at least 95 cm tall. The woom 1 PLUS comes with the woom Surfboard, which kids can rest their feet on while riding to experience the feeling of surfing on clouds. Available from €239.

woom 2: learning to ride a bike is as easy as one, two, three

The woom 2 makes it easy for kids aged three years and older to switch from a balance bike to a pedal bike without the use of outdated and counterintuitive stabiliser wheels. In no time at all, kids learn the bike-handling skills and balance they need to ride. The eye-catching green rear brake lever prevents children from mixing up the brakes and is one of many safety features. The woom saddle, designed to keep children in an upright position, ensures a comfortable and stable riding experience. At 14" in size and weighing 5 kg (without pedals), the woom 2 makes learning to ride a bike child's play. Available from €299.

woom 3: watch me go!

The woom 3 helps children aged four years plus and at least 105 cm in height to learn to ride and improve their skills. Children develop a love of the outdoors and cycling as they learn how to keep their balance and get off quickly and safely. They are ready to take on their first small hills and the odd puddle or two. The upright riding position on the woom 3 helps kids maintain their balance and at the same time keep an eye on everything going on around them. The quick-release seatpost clamp offers a simple and quick way for children to adjust the saddle height. Weighing just 5.3 kg (without pedals) and measuring 16", the woom 3 is a real lightweight and therefore the best (and favourite) companion for those first longer rides on two wheels. Available from €339.

woom 4: gear it up!

The woom 4 introduces children from six years of age and at least 115 cm in height to the world of gear-shifting. The bike's eight speeds in combination with the easy-to-operate twist shifter expand the bike's range of use and increase the child's mobility. The new-found freedom of gears makes longer adventures on two wheels child's play. The woom 4 is equipped with two V-brakes, reach-adjustable ergonomic brake levers, an easy-to-use quick-release seatpost clamp as well as quick-release skewers on the wheels for easy removal and installation. The Vario stem can be adjusted to make the bike not only higher but also longer. This means the bike grows with the child and offers an optimal riding position at all times. The woom 4 weighs 7.3 kg, measures 20" in size and is available from €419.

woom 5: safe up hill and down dale

The woom 5 takes dynamic bike riding to a new level. Thanks to its eight easy-to-use gears operated via a twist-shift system plus its two powerful V-brakes, the woom 5 is the perfect bike for those first longer rides alone. The woom 5 offers the same components as the woom 4 but has been specifically designed for children aged seven to eleven years. The bike



weighs 8.2 kg and measures 24" . It is suitable for children between 125 and 145 cm tall and is available from €469.

woom 6: ready for adventures

The superlight woom 6 is the perfect bike to take kids into their teens. At this age bikes are an important means of transport – visiting friends, going to school and simply getting around are much easier on two wheels. Thanks to its high-quality components the woom 6 is the perfect companion for long rides in the great outdoors. At 26" in size, the woom 6 is designed for children aged ten to fourteen years between 140 and 165 cm tall. The bike weighs 9.1 kg, has two brakes, eight gears operated via a twist shifter, quick-release skewers on the wheels and saddle, plus a Vario stem which grows with the rider. It is available from €519.

All woom ORIGINAL models are available in the following colour schemes: La La Ladybug red, Soaking Sky blue, Cucumber Cool green, Meet the Mango yellow and Forget Me Not purple.

Here are the six main advantages of our durable and stable-value woom bikes:

1. **Weight:** woom bikes weigh on average 40% less than standard children's bikes. The superlight aluminium frame is the heart of the bike and ensures a fun riding experience as well as easy transport. Its cleverly designed age-specific geometry offers good control over the bike and gives young riders maximum safety while exploring new horizons.
2. **Size:** woom offers bikes for children aged from one and a half to fourteen years of age. Thanks to our upCYCLING scheme the bike can even "grow" with the rider. Members of the upCYCLING scheme can swap their woom bike for the next size up and get 40% of the original purchase price back.
3. **Ergonomics:** woom develops bicycles specifically for children instead of simply making smaller versions of adult bikes. The crank length and distance between the pedals are ergonomically adapted to fit children's bodies. The closed chain guard on the woom 2 and woom 3 and the chain guard ring on the woom 4 to woom 6 models prevent injuries and damage to trouser legs. The woom saddle is designed to perfectly fit the pelvis of children, while the height of the saddle can be adjusted quickly and easily. The woom stem on the models woom 1 to woom 3 is the safe and lightweight connection between the handlebars and the headset. It has no protruding bolts for children to hit their knees on. The models woom 4 to woom 6 are fitted with the lightweight Vario stem, which can be adjusted to make the bike higher and longer. This means the bike grows with the child and offers an optimal riding position at all times.
4. **Brake:** on woom bikes children learn how to use a hand-operated brake early on while riding a balance bike, making the transition to a pedal bike easy. All bikes have V-brakes with specially designed brake levers which can be easily operated by children and require little strength to bring the bike to a safe halt. The safe and reliable way to stay in control – without the need for an outdated coaster brake. The models woom 1 PLUS to woom 3 also have an eye-catching green brake lever so children don't get front brake and rear brake mixed up.

5. **Workmanship:** woom produces children's bikes of the highest quality. We have thought of everything right down to the smallest detail, which is why 90% of the components on our bikes have been specifically designed to meet the needs of children. The result is a safe, high-quality product for young adventurers keen to get out and explore the world. The quick-release seatpost clamp on the models woom 3 to woom 6 makes adjusting the saddle height a quick and easy process. The wheels on the models woom 4 to woom 6 are also fitted with quick-release skewers for easy installation and removal. This makes it easier to transport the bike in a car and is also super helpful if you get a flat tyre.
6. **Safety:** the lightweight woom tyres have been chosen for their versatility. Whether your child is riding on tarmac, gravel or dirt, our lightweight tyres specially developed for woom by leading tyre manufacturer Schwalbe ensure maximum grip in any weather and on any surface, whether riding straight or making turns. The reflective stripes on the sides of the tyres ensure good visibility even in low-light conditions. As well as many clever little details on the bike itself, woom also offers a range of useful and well-thought-through accessories such as a helmet with a unique safety feature: a flexible visor which also protects the rider's face in the event of an accident. The woom helmet has already received numerous prizes, including the 2018 Good Design Award, the 2018 Design & Innovation Award, the 2018 iF Design Award 2018 and the 2018 Eurobike Award. It is available from €60.



woom ACCESSORIES

The woom accessories provide everything kids need for a fun time on the bike, from a carry rack to handy fenders and cycling gloves specifically designed for children. There is also a training set to help kids practise their balance and bike-handling skills. For parents there is a carrier and a bag to lighten the load when children get tired on the way home and it is left to Mum and Dad to carry the balance bike.

Who are woom bikes aimed at?

woom uses its passion and expertise to develop high-quality children's bikes at an affordable price. woom bikes are designed to perfectly meet the needs of children in the target age group, are significantly lighter than standard children's bikes and are made to fit the body size of the respective rider.

woom bikes are aimed at parents (and, of course, grandparents, uncles, aunts, etc.) in search of a high-quality, innovative and sustainable bike which is safe and has lots of practical features. Last but not least, our bikes are, of course, also aimed at children themselves so they can learn to ride on the right bike and enjoy their adventures on two wheels.

In 2018 we sold our bikes mainly in Austria, Germany and the USA – both online and through our large network of dealers. In 2019 woom will be expanding first and foremost in Europe, but also beyond.



WORN TO BE WILD

Bike apparel for young riders.

Here at woom we base everything we do on one simple understanding: kids are not just small adults. This was the key idea behind our new clothing line for young riders: WORN TO BE WILD. The collection can be worn any time and any place, while the individual items are durable, breathable and comfortable. For all those who like uncomplicated clothing but still want to look stylish – in the forest, at the playground and on the city's cycle paths.

Sustainable materials and resource-friendly production help maintain our planet's wonderful diversity for the next generation. Timeless unisex design and outstanding durability make our clothes a favourite not only with today's wearers but also with their younger brothers and sisters!

Worn to be wild bike apparel fact box:

- Functional and hard-wearing materials
- Clever features like closable back pockets to store snacks, zipped collars to cool off quickly and lots of other little extras
- Comfortable on the bike (woom Bike Fit)
- Nice little details like bicycle-themed buttons and a bike-shaped zip slider on the front
- Reflective stripes and prints for increased visibility (CINOTERRA Adventure Jacket, ORBITALLO Windbreaker Jacket, PONTE DI LIGNO Commuter Jacket, PONERILO Vélo Jeans, MOLINA Winter Hat)
- Timeless unisex design
- Skin-friendly cotton instead of synthetic fibres
- Resource-friendly production, high-quality finish
- Available in sizes 100/110 to 150/160; selected styles are also available in adult sizes



woom OFF

The ultralight mountain bike for young riders.

woom's new mountain bike invites children to test their limits and overcome obstacles. Compared with other mountain bikes, the woom OFF stands out from the crowd thanks to its incredibly low weight and solid design – qualities it shares with the other woom bike models. Despite its lightweight construction, the bike is tough enough for off-road adventures and has lots of clever components for style-conscious explorers aged from six to fourteen years.

The mountain bike is equipped with a light carbon fork, high-quality tyres with maximum grip (even in high-speed corners) and minimum rolling resistance, hydraulic disc brakes with excellent modulation, and a special chainring designed to keep the chain in place on all terrains. The strong frame can be relied on not only out on the trails but also when bunny-hopping the curbs in the city.

The woom OFF will be available from late summer 2019 in timeless black and silver. In spring 2020 there will be a version of the bike with an air suspension fork.

woom OFF mountainbike fact box:

- Lightweight frame made of high-quality aluminium with butted and hydroformed tubes
- Superlight carbon fork with multidirectional carbon fibres for maximum torsional strength
- Hydraulic disc brakes with excellent modulation and child-friendly brake levers
- Stem with clever flip-flop system: flip it over to change the height of the handlebars
- Special chainring stops the chain from slipping even on rough terrain
- High-quality mountain bike tyres from Schwalbe with special rubber compound for low rolling resistance, maximum grip, optimal shock absorption and good durability
- SRAM X5 groupset with easy-to-use SRAM trigger shifter for precise and smooth shifting even in mud and on rough terrain
- Comes complete with a set of stickers in four colours to personalise the bike

woom ORIGINAL

woom 1	Size 12"	3,0 kg	1,5 – 3,5 years	€ 179,-
woom 1+	Size 14"	4,25 kg	3 – 4,5 years	€ 239,-
woom 2	Size 14"	5,0 kg	3 – 4,5 years	€ 299,-
woom 3	Size 16"	5,3 kg	4 – 6 years	€ 339,-
woom 4	Size 20"	7,3 kg	6 – 8 years	€ 419,-
woom 5	Size 24"	8,2 kg	7 – 11 years	€ 469,-
woom 6	Size 26"	9,1 kg	10 – 14 years	€ 519,-

woom OFF Mountainbike Gewicht ohne Pedale

woom OFF 4	Size 20"	7,8 kg	6 – 8 years	€ 699,-
woom OFF 5	Size 24"	8,6 kg	7 – 11 years	€ 749,-
woom OFF 6	Size 26"	9,3 kg	10 – 14 years	€ 799,-



More about the world's lightest series-production bikes for children: www.woombikes.com

MEDIA CONTACT:



Teresa Arrieta

teresa.arrieta@woombikes.com

+43 664 213 72 53

woom GmbH

Inkustrasse 1-7, Halle Nr 14, Top 5, 3400 Klosterneuburg, Austria