

A photograph of two children riding bicycles on a gravel path through a lush green field. The child on the left is wearing a grey helmet and a dark vest over a light shirt, riding an orange Woom bicycle. The child on the right is wearing a purple helmet and a light shirt, riding a pink Woom bicycle. The background shows rolling green hills under a blue sky with scattered clouds. The image is framed by bright green and blue borders on the left and right sides.

woom®
Sustainability
& Impact

2025

Kids Edition

We pinky promise ...

... to look after the world you ride through
and to show our work every year in numbers.

Three Promises

The Planet

We work to reduce
the planet-warming
gases we emit.

The People

Fair to everyone
who builds your bike.

The Proof

Honest maths,
checked and
double checked.



A pinky promise is the most serious promise there is.



The Planet

248 invisible blue whales!

That's how much our 2025 carbon footprint weighed. It floats up into the sky where we can't see it, but it's real.

It sounds like a giant number, but it actually works out as 0.0006 of a whale for every bike sold. Which is pretty light — about the weight of a turtle.





The People

Fairness first, forever!

The woom way. Before a factory anywhere in the world can build a woom bike, the owners have to agree with how we do things:



Safe Spaces

Factories must be clean and healthy places to work.

Sensible Hours

Work finishes on time so people can go home to their families.

Fair Pay

Everyone receives a guaranteed, legal wage.

The Proof

2+ million bikes. All built to last.

Zero worries. Full confidence.

Built for young riders. Tested for big adventures.
Your bike is designed to fit you perfectly and to be tough
enough for wherever the ride takes you.

Double tested for double trust.

The most important parts of our bikes are tested longer than
required, helping to keep you safe and smiling on every ride.

