



woom – pedal your planet



woom is an international manufacturer of bikes for children and teenagers with its headquarters in Klosterneuburg, just outside of Vienna. The company was founded in 2013 by Christian Bezdeka and Marcus Ihlenfeld in a garage in Vienna. After a long and fruitless search for the perfect bike for their children, the two bike-loving fathers decided to take matters into their own hands and design a bike themselves. With their low weight, timeless design, high-quality components and child-specific geometry, woom bikes are setting new standards for premium children's bikes.

woom bikes are designed to give children the perfect introduction to riding a bike and spark a life-long passion for cycling. It took just a few short years for woom to go from a little-known brand to a market leader in Austria. woom bikes are now sold in 30 countries around the world, with the company serving the US and Asian markets as well as Austria, Germany and Switzerland.

The woom OFF mountain bike, woom UP e-mountain bike and accessories were added to the woom ORIGINAL range (woom 1 to woom 6) in 2019. 2022 became the year of the urban bike revolution by woom when the woom NOW was released. With its revolutionary geometry, exceptional features and complete host of street-ready accessories, the woom NOW caters to the needs of everyday bike riders aged 6 to 14. woom products have already received multiple prestigious design awards.

woom has been recording dynamic growth year on year. The 500,000th woom bike rolled off the production line in 2021. And the company broke its own previous annual sales record in the 2022 financial year by taking over €100 million.



In the autumn of 2020, woom took on investors for the first time ever, with venture capital group Bregal and Runtastic founder Florian Gschwandtner amongst those being welcomed on board. Since 2021, the final assembly of woom ORIGINAL bikes for the European market has been carried out in Poland at a factory run by SPRICK CYCLE. At the end of 2022, the Jebsen Group became the latest company to invest in woom.

woom currently employs around 250 people, including 170 in Austria and 60 in the USA.



woom in numbers

Dynamic growth at woom

- The company was founded in 2013.
- woom is present in 30 countries worldwide, above all in Austria, Germany, Switzerland, the USA and Asia.
- 80% of woom bikes are sold in Europe, and the remaining 20% are sold in the USA and other countries.
- Every other children's bicycle purchased new in Austria is a woom bike.
- Meanwhile, in Germany, every fourth children's bicycle purchased new is a woom bike.
- In previous years, sales have grown by 50% on average.
- The 500,000th woom bike rolled off the production line in 2021.
- woom broke its own previous annual sales record in 2022 by taking over €100 million.

woom team

- woom currently employs around 250 people, including 170 in Austria and 60 in the USA.
- 50% of the team are female.
- 42% of the management positions are held by women.

woom sales channels

- woom has a multi-channel strategy, with bikes and accessories sold online and in stores.



woom milestones



2013 Christian Bezdeka and Marcus Ihlenfeld start woom in a garage in Vienna. What makes woom bikes special is that they weigh as much as 40% less than standard children's bikes. And every detail is meticulously designed to meet the specific needs of children. The word quickly gets out that woom bikes ride better. 287 woom bikes are sold during the first year in business.

- 2014 Marcus' brother Mathias takes woom bikes over to North America and founds woom USA.
- 2015 The company relocates to a rented warehouse and office complex in Klosterneuburg. Almost 5,000 bikes are sold this year.
- 2016 woom bikes are now available in ten countries and the company showcases its products at Eurobike, the biggest trade fair in the bike industry.
- 2018 woom wins the German Design Award Gold, the Eurobike Award, the iF Design Award and the Good Design Award. Customers show their appreciation for the premium quality of woom bikes too, snapping up 80,000 of them this year.
- 2019 woom launches its first mountain bike – the woom OFF. The public is also introduced to the woom UP, the company's first e-mountain bike.
- 2019 woom launches its own clothing line aimed at young cyclists.
- 2020** **woom takes on investors:** A group of investors led by venture capital group Bregal, Runtastic founder Florian Gschwandtner and entrepreneur Stefan Kalteis acquires nearly a third of the company's shares. With its strategic investment, woom has its sights set on advancing internationalisation and digitalisation. [Find out more...](#)
- 2021** **Bike production for Europe in Europe:** woom ORIGINAL bike production for the European market begins in Świebodzin in Poland at a factory run by German company SPRICK CYCLE GmbH.
- 2021** **The 500,000th woom bike rolls off the production line** and is put on display at the Vienna Museum of Science and Technology. [Keep reading...](#)



- 2022** **The founders of woom step back from day-to-day operations.** woom USA founder Mathias Ihlenfeld, Paul Fattinger and Martin Bartmann take the reins as the new woom leadership team.
- 2022** **The woom NOW is launched:** The new urban lifestyle bike wins several international design awards. [Keep reading...](#)
- 2022** **woom goes MAK:** The Museum of Applied Arts in Vienna adds the woom ORIGINAL range and the woom NOW to its Design Collection. [Keep reading...](#)
- 2022** **woom keeps growing** and welcomes the Jebsen Group on board as a new investor. [Keep reading...](#)
- 2023** **10 YEARS OF MAGIC MOMENTS: woom celebrates its tenth anniversary.**



Sustainability and CSR at woom

woom sees cycling as a powerful force for making the shift to climate-friendly, healthy, efficient and enjoyable urban and rural mobility. woom bikes are built with premium materials and components, which makes them durable and sustainable enough to be enjoyed by generations of children. Long-lasting products may be at the heart of the company's commitment to sustainability and CSR, but woom doesn't stop there:

- woom is committed to the **Sustainable Development Goals (SDGs)** set out by the **United Nations** and has implemented numerous measures that are monitored and evaluated by a team of experts specialising in CSR.
- woom **diversified its production strategy** a number of years ago, working with partner factories in multiple countries. With production facilities in Vietnam, Bangladesh and Cambodia and, since the start of 2021, two factories in Poland, woom is in a position to react quickly to supply chain issues.
- **Made in Europe:** A factory run by German company SPRICK CYCLE GmbH in Świebodzin in Poland has been handling final assembly for the European market since the start of 2021. woom ORIGINAL, woom OFF and woom OFF AIR models roll off the production line there. In fact, this facility handles around half of the company's overall production, largely covering the demand on the European market.
- To ensure the company can fulfil its commitment to ethical, social and environmental responsibility along the whole supply chain, woom has drawn up its own **woom Code of Conduct**. It is based on the Ten Principles of the United Nations Global Compact, the Conventions of the UN International Labour Organisation (ILO), the United Nations Convention on the Rights of the Child (UNCRC) and applicable law at the respective production sites. As of July 2022, 93% of our suppliers have signed the Code of Conduct. We are working to increase this figure to 100%, with the relevant negotiations already underway. Furthermore, we are in the process of developing a comprehensive audit programme to verify compliance with our Code of Conduct at the production sites.
- At all woom sites, the company has created an environment that celebrates diversity and **where there is no room for any form of discrimination** – whether based on gender, ethnic origin, religion or sexual orientation.
- Since 2020, we've been calculating our carbon footprint every year according to the standard laid out in the Greenhouse Gas Protocol. On the basis of the results and the insights gained from them, we've set ourselves an ambitious CO2 reduction target: **By 2030, woom will reduce climate-damaging emissions by at least 42%.** This reduction goal is recognised by the Science Based Targets initiative (SBTi), the world's best known and most high profile climate protection initiative, and published on its website.
- In March 2022, woom signed the **Bike Charta** – a corporate social responsibility action plan aimed at resource conservation, sustainability and climate protection for products and services in the bicycle industry. Two months later, woom also signed the **Climate Commitment** of the non-profit initiative Shift Cycling Culture. This shows that woom is taking responsibility for the impact of the company and the cycling industry on the UN climate goals.



- woom partners up with charities like UNICEF, Caritas, SOS Kinderdorf and World Bicycle Relief that campaign on behalf of children and families.
- Added to this, woom supports municipalities, organisations and transportation policy initiatives that advocate for a sustainable mobility transition, including the Austrian Bike Lobby (Radlobby Österreich), the City of Hamburg's Ride a More Beautiful Hamburg (Fahr ein schöneres Hamburg) cycling campaign, the Mobility Award of the Austrian Transport Club (Verkehrsclub Österreich), and the City of Vienna Mobility Agency's bike playgrounds.



Awards and memberships

The company and its products have received multiple awards over the years.

2017



reddot award 2017
winner



2018



A'DESIGN AWARD
WINNER 2018
G O L D



GERMAN
DESIGN
AWARD
GOLD
2018



DESIGN &
INNOVATION
AWARD 2018



2019



BIKE
AWARD
2019



GEWINN
JUNG-
UNTER-
NEHMER
2019



2020



reddot winner 2020



DESIGN &
INNOVATION
AWARD 2020



BEST
WORK
PLACE
2020

2021



GERMAN
DESIGN
AWARD
WINNER
2021



DESIGN &
INNOVATION
AWARD 2021



GERMAN
INNO-
VATION
AWARD '21
WINNER

2022



reddot winner 2022
bicycle design



A'DESIGN AWARD
WINNER 2022
SILVER



DESIGN &
INNOVATION
AWARD 2022



GERMAN
INNO-
VATION
AWARD '22
WINNER



klimaaktiv



Photos

[woom management team](#)

[woom research and development](#)

[woom company, hall, workshop](#)

[Production in Europe](#)

woom products

[woom ORIGINAL 1-6](#)

[woom OFF mountain bike](#)

[woom UP e-mountain bike](#)

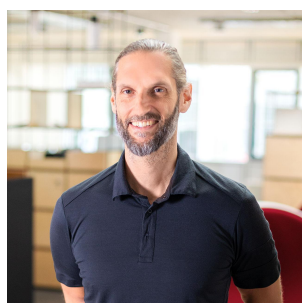
[woom OFF AIR mountain bike](#)

[woom NOW](#)



Press contact

media inquiries:
press@woom.com



Matthias Bernold
Head of Communications & PR
phone: +43 664 888 22 793



Belinda Ableitinger
PR Manager EUROPE
phone: +43 664 888 22 837



Cristina Nguyen
PR Manager US
phone: +1 512 567 4559