



## woom products: bikes and accessories

### What makes a bike a woom bike?

#### **Smart engineering**

woom bikes are scrupulously engineered to meet the needs of children. The woom R&D department develops and refines every last detail to tailor the bikes perfectly to a child's proportions and requirements.

#### **Light weight**

Designing the lightest possible children's bikes has been one of the woom missions right from the get-go. The lighter the bike, the easier and safer the handling for young cyclists. Thanks to constant development work, woom bikes are up to 40% lighter than other children's bikes.

#### **Quality & value retention**

woom bikes are engineered to withstand everything you can throw at them – and more. They stand up to the toughest conditions year after year. Looked after properly, woom bikes can be passed down from one generation to the next. And because they are such a long-lived product, woom bikes have excellent value retention and are sought-after on the used-bike market.

#### **Sustainability**

woom bikes are built with premium materials and components, which makes them durable and sustainable enough to be enjoyed by generations of children. In its upCYCLING programme, woom inspects, refurbishes and services returned bikes in its own workshop to get them in shape to go back on the road again.

#### **Safety**

At woom, the safety of children's bikes is our top priority. With that in mind, woom bikes are designed to be sturdy and undergo strict inspections and testing to minimise the risks as much as possible. A safe riding experience is made possible through excellent handling and an optimal ergonomic design. Children have fun as they intuitively pick up on the key motor skills they need to ride a bike.

#### **Fun**

A child that feels at ease on a bike is a child that can hardly wait for their next ride. Children often learn to ride much faster on a woom bike. Kids who discover the joy of cycling at a young age are more likely to continue cycling, live healthy, active lives and contribute to sustainable mobility as they become adults.

#### **Timeless design**

With their sleek silhouette and clean lines, woom bikes are unmistakeable. Their design has been recognised with multiple awards, including the Red Dot Award, the German Design Award, the iF Design Award and the Design & Innovation Award.

**Outstanding service**

The customer relationship starts well before a purchase is made and doesn't just end the second that money changes hands. Every month, a team of 22 people (12 in the EU and 10 in the US) helps more than 14,000 customers (80% in the EU and 20% in the US) to find the perfect bike, order spare parts and even find the best route for a bike ride. woom is on hand to help customers over the phone, by email, on social media and via chat, with a customer satisfaction score of 97% recorded for 2022. woom can even arrange video calls as long as they are booked in advance.

**Magic moments**

There is nothing as precious or as fleeting as time. Cherish the moments that you will look back on in future years. woom is passionate about making these lasting moments of shared excitement possible for parents and their children. From a child's very first solo ride to the daily bike trip to and from nursery or school, right through to their first mountain bike trail or multi-day bike trip.



# Overview of woom products

## woom ORIGINAL 1–6

### Product features

- Available in six sizes and designed for children aged 18 months to 14 years
- The superlight **aluminium frame** is the heart of the bike and ensures a fun and safe riding experience. Its cleverly designed age-specific geometry offers good control over the bike.
- The **V-brakes** on our bikes have specially designed brake levers that can be easily operated by children and require little strength to bring the bike to a safe halt. Children immediately recognise the important rear brake thanks to the eye-catching **green brake lever**. This colour code system prevents them from mixing up the brakes, making for a safer ride. Thanks to the freewheel, the rider can start or brake no matter which position the pedals are in. In an emergency, kids can react more quickly than with a coaster brake.
- **Ergonomically shaped grips** – narrow on the inside to fit children's hands but with an extra-large outer diameter – reduce the risk of accidents. They can be unscrewed, too, making them easier to clean.
- On the smaller bikes, a rubber ring stretches between the fork and frame to stabilise the steering. This **steering limiter** prevents crashes caused by over-turning the handlebars, keeps the bike stable when riding in a straight line, and adds to riding safety.
- The light **woom tyres**, developed in partnership with Schwalbe, are designed for the widest possible range of applications. Whether on tarmac, gravel or dirt – woom low-resistance tyres guarantee maximum grip in all weather conditions and on any surface, when riding straight or making turns. The reflective stripe on the side of the tyres ensures optimum visibility even in low-light conditions.
- On the woom ORIGINAL 3 and up, features like the **quick-release seatpost clamp** ensure quick and easy saddle height adjustment. From the woom ORIGINAL 4 onwards, wheels can be quickly fitted and removed with quick-release levers. This makes it much easier to transport the bike in a car and is also super helpful when changing a flat tyre.
- The **new woom ORIGINAL 3 AUTOMAGIC is a 16" bike** for kids aged between 4 and 6 that comes with automatic two-gear shifting on top of all the signature elements and safety features of the woom ORIGINAL 3. Having two gears rather than a single speed gives children a boost on gentle to moderate climbs or when riding into a headwind. But they don't have to worry about changing gear because the hub gearing shifts automatically thanks to a centrifugal force mechanism. Find out more [here](#).

### Awards

- German Design Award 2018
- A' Design Award 2018
- Bicycle Brand Contest 2017



## Models

Weight without pedals

woom ORIGINAL 1	Size 12"	2.95 kg	1.5–3.5 years
woom ORIGINAL 1 PLUS	Size 14"	4.2 kg	3–4.5 years
woom ORIGINAL 2	Size 14"	5.0 kg	3–4.5 years
woom ORIGINAL 3	Size 16"	5.4 kg	4–6 years
woom ORIGINAL 4	Size 20"	7.7 kg	6–8 years
woom ORIGINAL 5	Size 24"	8.7 kg	7–11 years
woom ORIGINAL 6	Size 26"	9.5 kg	10–14 years

## Further information

**Photos:** [woom ORIGINAL 1–6](#)

**Product details:** [woom ORIGINAL 1–6](#)



## woom OFF: the mountain bike from woom

### Product features

- Available in three sizes and designed for children aged 6 to 14 years
- 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
- Narrow-wide chainring for reliable chain stability even on demanding terrain
- High-quality mountain bike tyres from Schwalbe featuring a special rubber compound for low rolling resistance, maximum grip, optimum shock absorption and extended durability
- SRAM X5 rear derailleur with easy-to-use SRAM X5 trigger shifter for precise and smooth shifting even on muddy and rocky terrain
- Comes complete with a set of stickers in four colours to personalise the bike

### Awards

- iF Design Award 2020
- Design & Innovation Award 2020
- Bicycling USA Bike Award 2020
- Bike Award 2019 Poland

### Models

Weight without pedals

woom OFF 4	Size 20"	7.8 kg	6–8 years
woom OFF 5	Size 24"	8.6 kg	7–11 years
woom OFF 6	Size 26"	9.3 kg	10–14 years

### Further information

**Photos:** [woom OFF](#)

**Video:** [woom OFF – Get out and explore – YouTube](#)

**Product details:** [woom OFF & woom OFF AIR | Ultralight mountain bikes](#)



## woom OFF AIR: mountain bike with suspension fork

### Product features

- Available in three sizes and designed for children aged 6 to 14 years
- Air suspension fork with hydraulic rebound damping:
  - Spring tension (sag) individually adjustable to the weight of the child
  - Adjustable compression and rebound damping
  - With lockout function for riding uphill or on tarmac
- Lightweight frame made of high-quality aluminium with butted and hydroformed tubes
- 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
- Narrow-wide chainring for reliable chain stability even on demanding terrain
- High-quality mountain bike tyres from Schwalbe featuring a special rubber compound for low rolling resistance, maximum grip, optimum shock absorption and extended durability
- SRAM X5 rear derailleur with easy-to-use SRAM X5 trigger shifter for precise and smooth shifting even on muddy and rocky terrain
- Comes complete with a set of stickers in four colours to personalise the bike

### Awards

- German Design Award 2021 Special Mention

### Models

Weight without pedals

woom OFF AIR 4	Size 20"	9.0 kg	6–8 years
woom OFF AIR 5	Size 24"	10.1 kg	7–11 years
woom OFF AIR 6	Size 26"	11.0 kg	10–14 years

### Further information

**Photos:** [woom OFF AIR](#)

**Video:** [Where we're going, we don't need roads 🚲 woom OFF AIR – YouTube](#)

**Product details:** [woom™ OFF & OFF AIR | Ultralight mountain bikes](#)



## woom UP: the e-mountain bike from woom

### Product features

- Available in two sizes and designed for children aged 7 to 14 years
- 250-watt motor from Fazua
  - Weight of 3.3 kg for motor and battery combined
  - Drive with three support modes: Breeze (150 watts), River (200 watts) and Rocket (250 watts)
  - Natural feeling of riding a non-motorised bike thanks to a smooth motor that provides assistance up to 20 km/h and disengages at higher speeds
- 2-in-1 MTB: can be ridden without the motor and battery
- Variable air suspension fork with 80 mm (woom UP 5) or 90 mm (woom UP 6) travel
- High-quality, durable Schwalbe tyres with Addix Speed rubber compound for maximum grip with minimum rolling resistance
- Hydraulic disc brakes
- 11-speed SRAM NX rear derailleur
- 24" and 26", starting at 15.8 kg (weight without pedals)
- Suitable for all terrain
- Made in Europe

### Awards

- German Innovation Award 2021
- Design & Innovation Award 2021
- Focus E-Bike 2020 Design & Innovation Award

### Models

Weight without pedals

woom UP 5	Size 24"	15.8 kg	7-11 years
woom UP 6	Size 26"	16.6 kg	10-14 years

### Further information

**Photos:** [woom UP](#)

**Video:** [https://www.youtube.com/watch?v=OBHjz\\_Efo-g](https://www.youtube.com/watch?v=OBHjz_Efo-g)

**Product details:** [woom™ UP 5: 24" kids' electric mountain bike \[from 7 years\]](#)



## woom NOW: the new urban lifestyle bike

### Product features

- Available in three sizes: woom NOW 4 (20/16", 10.5 kg), woom NOW 5 (24/20", 11.8 kg) and woom NOW 6 (26/20", 12.6 kg)
- Designed for kids and teens aged 6 to 14
- **Revolutionary frame geometry** with a smaller front wheel and an integrated front rack
- **Unique features:**
  - The **plastic insert in the rack** prevents backpack straps and belts from getting caught in the spokes.
  - The **practical frame bag** – the ID bag – offers additional space and can be personalised with a custom-designed panel.
  - **The twist-grip bell** is quick and easy to use, and the **headlight** and **rear light** are **protected to avoid damage**.
- Premium lightweight bike for urban riding with a front rack
- 2 colours: moss green/formula red and ice blue/carbon black
- Powerful hydraulic disc brakes
- microSHIFT 8-speed twist shifter gearing
- **Fully equipped for urban riding:** fixed mudguards, mid-mounted kickstand, integrated twist-grip bell, high quality LED lights powered by a hub dynamo with backup standlight function when stationary, cobblestone-ready balloon tyres

### Awards

- German Innovation Award 2022
- Red Dot Product Design Award 2022
- iF Design Award 2022
- Design & Innovation Award 2022
- Taipeh Cycle d&i Award 2022
- Silver A' Design Award 2022
- Staatspreis Design Austria 2022 – Shortlist





## Models

Weight without pedals

woom NOW 4	Size 20"/16"	10.5 kg	6-8 years
woom NOW 5	Size 24"/20"	11.8 kg	7-11 years
woom NOW 6	Size 26"/20"	12.6 kg	10-14 years

## Further information

**Photos:** [woom NOW](#)

**Video:** [Discover the bike revolution by woom. NOW! – YouTube](#)

**Product details:** [woom NOW – the new urban lifestyle bike](#)



## **woom accessories**

woom has a wide range of cleverly designed accessories to go with its bikes, including helmets, mudguards, bells, gloves and clothing.

Among the most popular products are:

The [woom KIDS' Helmet](#) comes with a flexible visor – a unique safety feature that provides additional protection for the front of the head. The woom KIDS' Helmet has already received numerous awards, including the Good Design Award 2018, the Design & Innovation Award 2018, the iF Design Award 2018 and the Eurobike Award 2018.

Kids can easily operate the Vienna Bell with their thumb without having to take their hands off the grips. As with a high-quality brass wind instrument, its brass resonator emits a melodic sound. Thanks to its material properties, the bell develops a fine patina over time.

### **Further information**

**Photos:** [woom accessories](#)

**Product details on accessories:** [woom™ children's bike accessories: cycling accessories for all children's bikes](#)



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