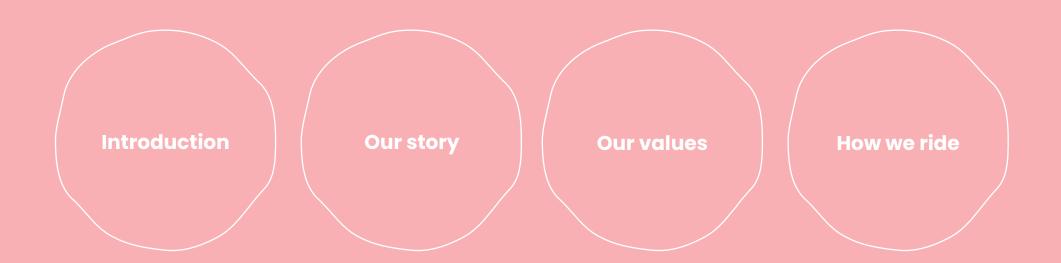
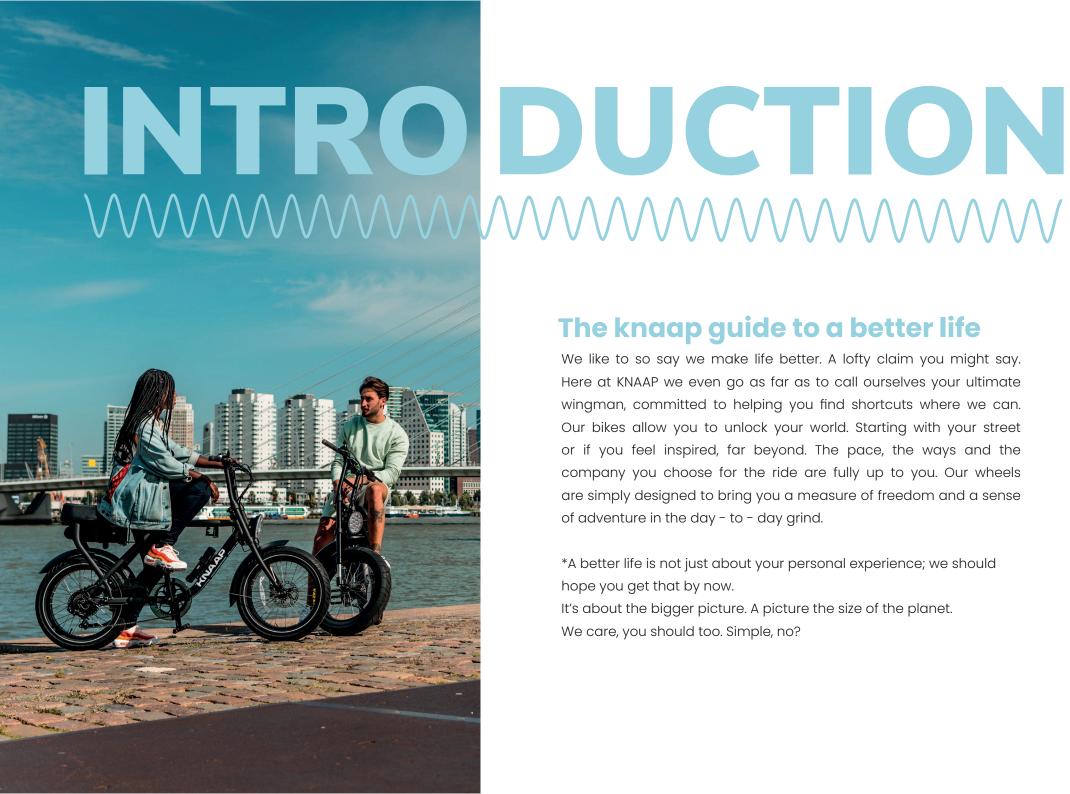


FIND THE SHORTCUT

THE CONTENTS





The knaap guide to a better life

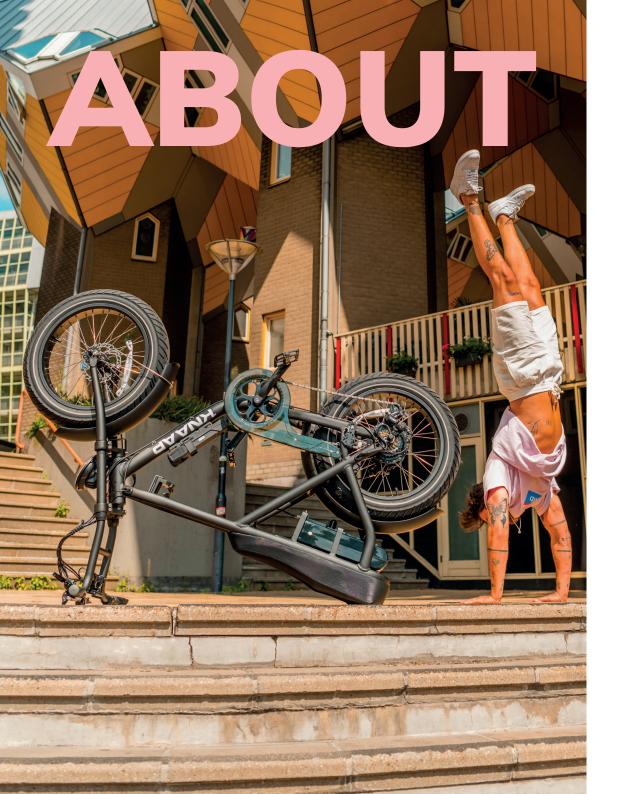
We like to so say we make life better. A lofty claim you might say. Here at KNAAP we even go as far as to call ourselves your ultimate wingman, committed to helping you find shortcuts where we can. Our bikes allow you to unlock your world. Starting with your street or if you feel inspired, far beyond. The pace, the ways and the company you choose for the ride are fully up to you. Our wheels are simply designed to bring you a measure of freedom and a sense of adventure in the day - to - day grind.

*A better life is not just about your personal experience; we should hope you get that by now.

It's about the bigger picture. A picture the size of the planet. We care, you should too. Simple, no?

PLAY FEARLESS





US

The knaap guide to a better life

KNAAP founders Robin Cats and Michael Fiering met during their time working in the E-scooter sector. Both entrepreneurial and creative, a plan was soon forged that would change the age-old street image of classic bicycles in Amsterdam. Although the Dutch are well known for their bike culture; Functionality and comfort seemed to rule the streets. Somehow curb appeal had never truly been part of the equation.

That changed in 2019 when Cats and Fiering launched KNAAP bikes. Manifesting their ethos of creating a brand based on sustainability, style and substance. Born from their ambition to combine the leading features of an e-scooter with that of the traditional e-bike.

Today KNAAP bikes are beating streets all over the world, the team is gearing up and excited about the road ahead.



SSON BEST WINGMAN

O BE THE

On (and for) the planet.



VISION

TO REIMAGINE SUSTAINABLE

Urban Transport.

BEAT THE STREET





KEY BRAND VALUES

To tell our brand story

FEARLESS CREATIVE WINGMAN **FREEDOM INTELLIGENT** BOLD SHARP SENSE OF HUMOR / FUN

THE KEY

URBAN CREATIVES

We are for the instigators and the creatives.

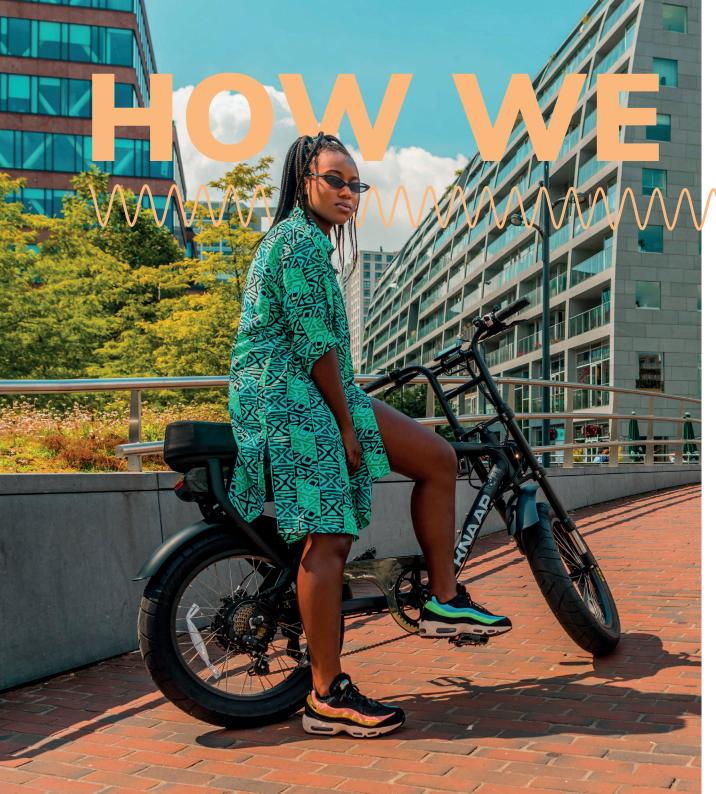
Those stirring things up and defining the pace.

19/35 year old, Lives in an Urban setting,
loves to go on adventures in en outside of
the parameters of the city.



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THE ULTIMATE WINGMAN



RIDE

Knaap bike's complete offense

KNAAP bikes serves the consumer through 3 pillars. This strategy helps us to clearly define the approach and the tone of voice to take when targeting our consumer.

AUTHENTIC TO THE STREETS



WE CELEBRATE THE FAST LIFESTYLE OF THE YOUNG & ACTIVE URBAN CONSUMER. **BEAT THE STREET!**



CELEBRATE FREEDOM



WE LEVERAGE THE SENSE OF FREEDOM THAT COMES WITH MOVEMENT IN YOUR OWN PACE. **NO RULES, NO LIMITS.**GO WHEREVER YOU FEEL / WHENEVER YOU FEEL LIKE IT.



THE PERFECT WINGMAN

3

FOR THE PLANET, FOR YOU. (LESS TALK, MORE ACTION)



CELEBRATE FREEDOM

