



woom products: bikes and accessories

What makes a bike a woom bike?

Smart engineering & light weight

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.

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. 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.

Safety

At woom, the safety of children's bikes is the top priority. With that in mind, woom bikes are designed to be sturdy and they undergo strict inspections and testing to minimize 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.

Timeless design

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

Magic moments

Time is precious and fleeting. That's why it's so important to cherish the moments that will live on as memories for years to come. woom is on a mission to unlock these moments for parents and their children – from the very first attempts at riding a bike to adventures on mountain bike trails. Children often learn to ride much faster on a woom bike. And a child that feels at ease on a bike is a child that can hardly wait for their next ride. This is how woom brings magic moments to life in childhood and beyond.



Overview of woom products

woom ORIGINAL 1–6



Product features

- Available in six sizes and designed for children and teenagers aged 18 months to 14 years
- The superlight **aluminum 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 the 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 recognize the important rear brake thanks to the eye-catching **green brake lever**. This color 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 also be unscrewed, making them easier to clean.
- On the smaller bikes (sizes 1, 1 PLUS, 2 and 3), a rubber ring stretches between the fork and frame to stabilize 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 lightweight **woom tires** have been chosen for their versatility. Whether on tarmac, gravel or dirt, the woom low-resistance tires guarantee maximum grip – on both straights and corners and in all weather conditions. The reflective stripe on the tires' sidewall also 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 onward, 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 tire.
- The **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.



Awards

- German Design Award 2018
- A' Design Award 2018
- Bicycle Brand Contest 2017
- Red Dot Design Award 2017 (woom ORIGINAL 2)

Awards for the woom ORIGINAL AUTOMAGIC

- Design & Innovation Award 2023
- Taipei Cycle d&i Award 2023

Find out more

Photos: [woom ORIGINAL 1-6](#)

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



woom OFF: the mountain bike from woom



Product features

- Ultralight mountain bikes in three sizes for children aged 6 to 14
- 2 colors: black and terra coppa
- Lightweight frame made of high-quality aluminum with butted and hydroformed tubes
- Superlight carbon fork with multidirectional carbon fibers 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, tubeless-ready mountain bike tires from Schwalbe featuring a special rubber compound for low rolling resistance, maximum grip, optimum shock absorption and extended durability
- SRAM X5 9-speed 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 colors to personalize the bike
- Child-friendly ergonomic grips with a contact surface that absorbs impact
- Age-appropriate MTB saddle in three sizes for added comfort
- Dropper-seatpost-compatible (5 & 6)

Awards

- iF Design Award 2020 (Rel. A)
- Design & Innovation Award 2020 (Rel. A)
- Bicycling USA Bike Award 2020 (Rel. A)
- Red Dot Design Award 2020 (Rel. A)
- German Innovation Award 2023 (Rel. B)
- Red Dot Product Design Award 2023 (Rel. B)
- Big See Award 2023 (Rel. B)
- German Design Award 2024 (Rel. B)
- iF Design Award 2024 (Rel. B)

Find out more

Press release on next generation: Photos: [woom OFF](#)

Video: [woom OFF – Endless cycling fun – YouTube](#)

Product details: [woom OFF & 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 aluminum 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, tubeless-ready mountain bike tires from Schwalbe featuring a special rubber compound for low rolling resistance, maximum grip, optimum shock absorption and extended durability
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- Dropper-seatpost-compatible (5 & 6)

Awards

- German Design Award 2021 Special Mention (Rel. A)
- German Innovation Award 2023 (Rel. B)
- Red Dot Product Design Award 2023 (Rel. B)
- Big See Award 2023 (Rel. B)
- German Design Award 2024 (Rel. B)
- iF Design Award 2024 (Rel. B)

Find out more

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-motorized 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 tires with Addix Speed rubber compound for maximum grip with minimum rolling resistance
- Hydraulic disc brakes
- SRAM NX 11-speed 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
- German Design Award 2021
- Design & Innovation Award 2021
- Focus E-Bike 2020 Design & Innovation Award

Find out more

Photos: [woom UP](#)

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 personalized 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 colors: 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 tires

Awards

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

Find out more

Photos: [woom NOW](#)

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.

Find out more

Photos: [woom accessories](#)

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



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