

# THE PERFECT WINGMAN!



**KNAAP**





**FIND  
THE  
SHORTCUT**

**KNAAP**

more info at [knaapbikes.com](http://knaapbikes.com)



# THE CONTENTS



Introduction

Our story

Our values

How we ride

**KNAAP**



# INTRODUCTION



## 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**

**KNAAP**

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# OUR STORY!





A full-page background image showing a person with tattoos performing a handstand on a stone ledge. Next to them is a black KNAAP e-bike with a teal frame. The background is a modern building with a geometric, angular facade in shades of brown and tan. The word 'ABOUT' is written in large, pink, sans-serif capital letters across the top left.

# ABOUT

# 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.





**MISSION** TO BE THE  
**BEST WINGMAN**  
On (and for) the planet.





**VISION** TO REIMAGINE  
SUSTAINABLE  
Urban Transport.



**BEAT  
THE  
STREET**

**KNAAP**

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# OUR VALUES





Find the shortcut

# FREEDOM

TO MOVE / TO RIDE / TO EXPLORE / TO BE





# KEY BRAND VALUES

To tell our brand story

CREATIVE

FEARLESS

WINGMAN

FREEDOM

INTELLIGENT

BOLD

SHARP  
SENSE OF  
HUMOR / FUN



# THE KEY CONSUMER

## 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.







# **THE ULTIMATE WINGMAN**

**KNAAP**

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# HOW WE 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

1

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





# CELEBRATE FREEDOM

2

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**

**KNAAP**

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KNAAP