

**TENWAYS**

energized urban ride



## We are TENWAYS

The e-bike company  
that makes green  
mobility accessible  
to everyone.

## Mission

# Why we exist

We believe enjoyment in urban mobility comes from making daily rides effortless, speedy, eco-friendly, and fun.

## Vision

# What we do

We create high quality e-bikes that are suitable and affordable for everyone, bringing the possibility for outstanding urban riding to all, and sharing positive values with an ever-growing family.

## Values

# What we care

### **Joyful mobility**

We promote joy in daily commuting with a smart and sustainable approach.

### **Diversity**

TENWAYS is not just a name, it's a concept which identifies more than 10 ways to live and move.

### **Sustainability**

We aim to promote a healthy and green way of life.

### **Community**

We are building life-long relationships with our customers and a dedicated community for Tenwayers.

## Brand story

We, TENWAYS, are a group of cycle enthusiasts and experts in the bike trade who are obsessed with building a greener and more sustainable world together, through a community of e-bikers.

By making high-quality e-bikes accessible to all, we are fulfilling our dream of making urban riding effortless, speedy, eco-friendly and joyful for everyone. With headquarters in the Netherlands, offices, assembly and

warehousing in Europe, and a rock-solid, vertically integrated global manufacturing and supply chain, we are right at the heart of every process in the e-bike manufacturing world.

Energize your urban ride with TENWAYS – the greener, cooler, freer way to move. Explore more possibilities with us, and be inspired to the power of ten!







# Different ways for different people

Ten approaches for everyone to enjoy mobility everywhere

# 01.

## **The cool way**

Nothing is cooler than riding an urban e-bike. Riding TENWAYS is even cooler.

### **Ten approaches for everyone to enjoy mobility everywhere**

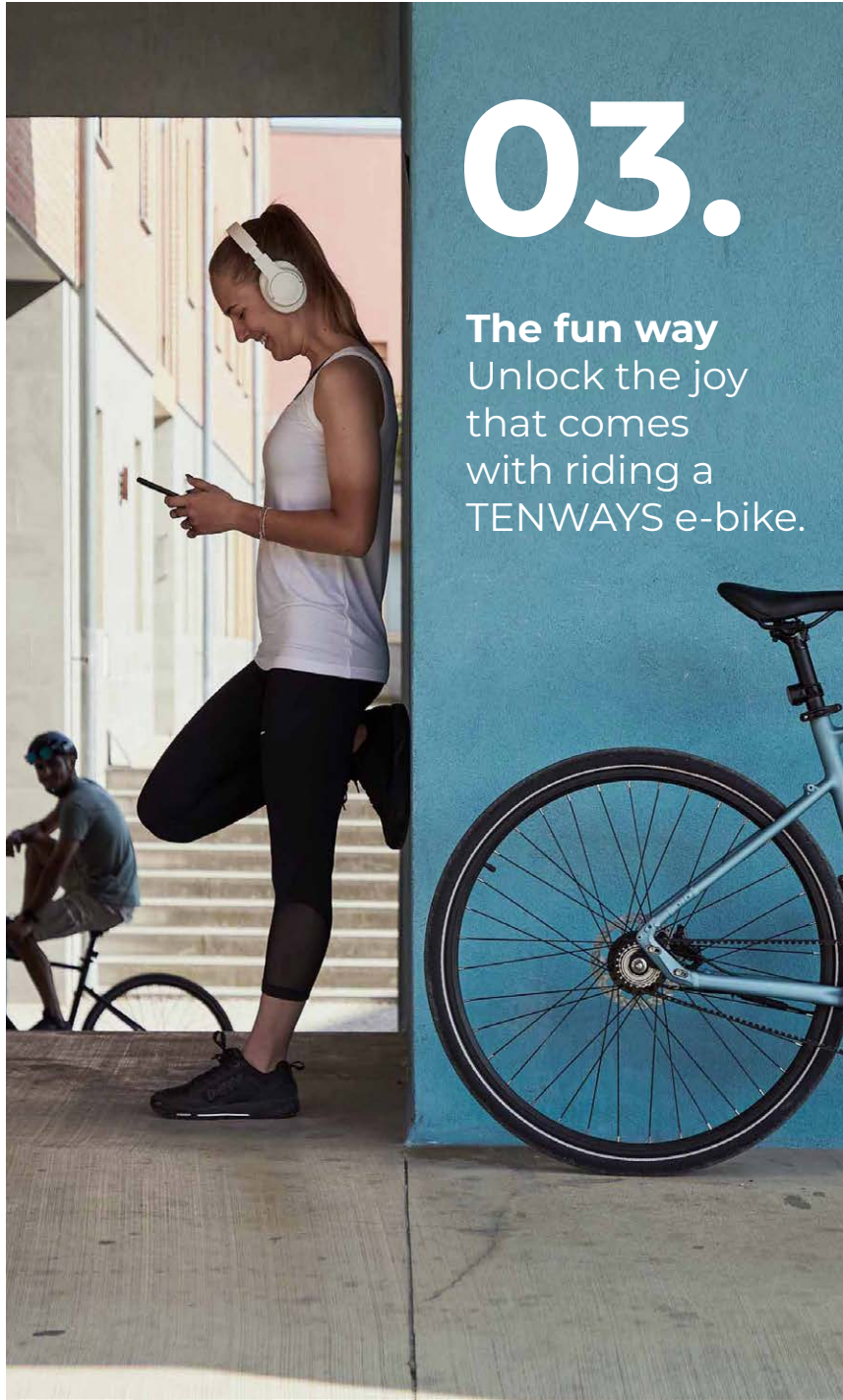
TENWAYS considers different lifestyles, offering bikes that allow individuals to move around according to their own travel needs, in a way that is affordable and accessible to all.

# 02.

## **The electric way**

Go electric: go farther and easier.





# 03.

## The fun way

Unlock the joy that comes with riding a TENWAYS e-bike.

# 04.

## The easy way

TENWAYS is your best choice to make your destination easy to reach.

### Ten approaches for everyone to enjoy mobility everywhere

TENWAYS considers different lifestyles, offering bikes that allow individuals to move around according to their own travel needs, in a way that is affordable and accessible to all.

# 05.

## The green way

Say yes to TENWAYS and you'll be saying yes to a greener and cleaner future.



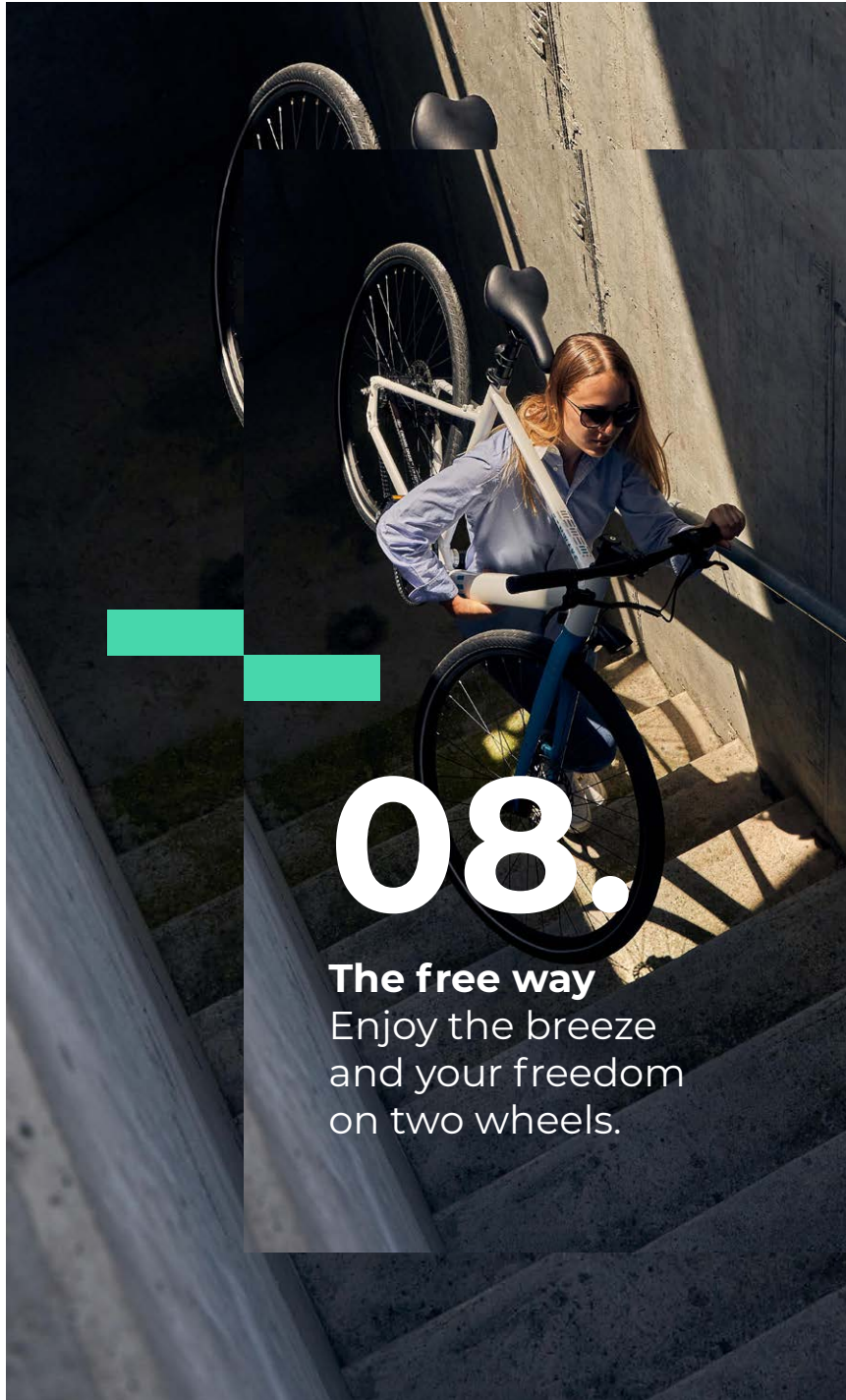
**The friendly way**  
TENWAYS is for  
everybody and  
easy to use.



**The comfortable way**  
Ride in comfort with  
TENWAYS and be  
yourself.

**Ten approaches for everyone  
to enjoy mobility everywhere**

TENWAYS considers different lifestyles, offering bikes that allow individuals to move around according to their own travel needs, in a way that is affordable and accessible to all.



08.

**The free way**

Enjoy the breeze and your freedom on two wheels.

**Ten approaches for everyone to enjoy mobility everywhere**

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09.

**The smooth way**

Enjoy smooth rides through the city in your way.

10.

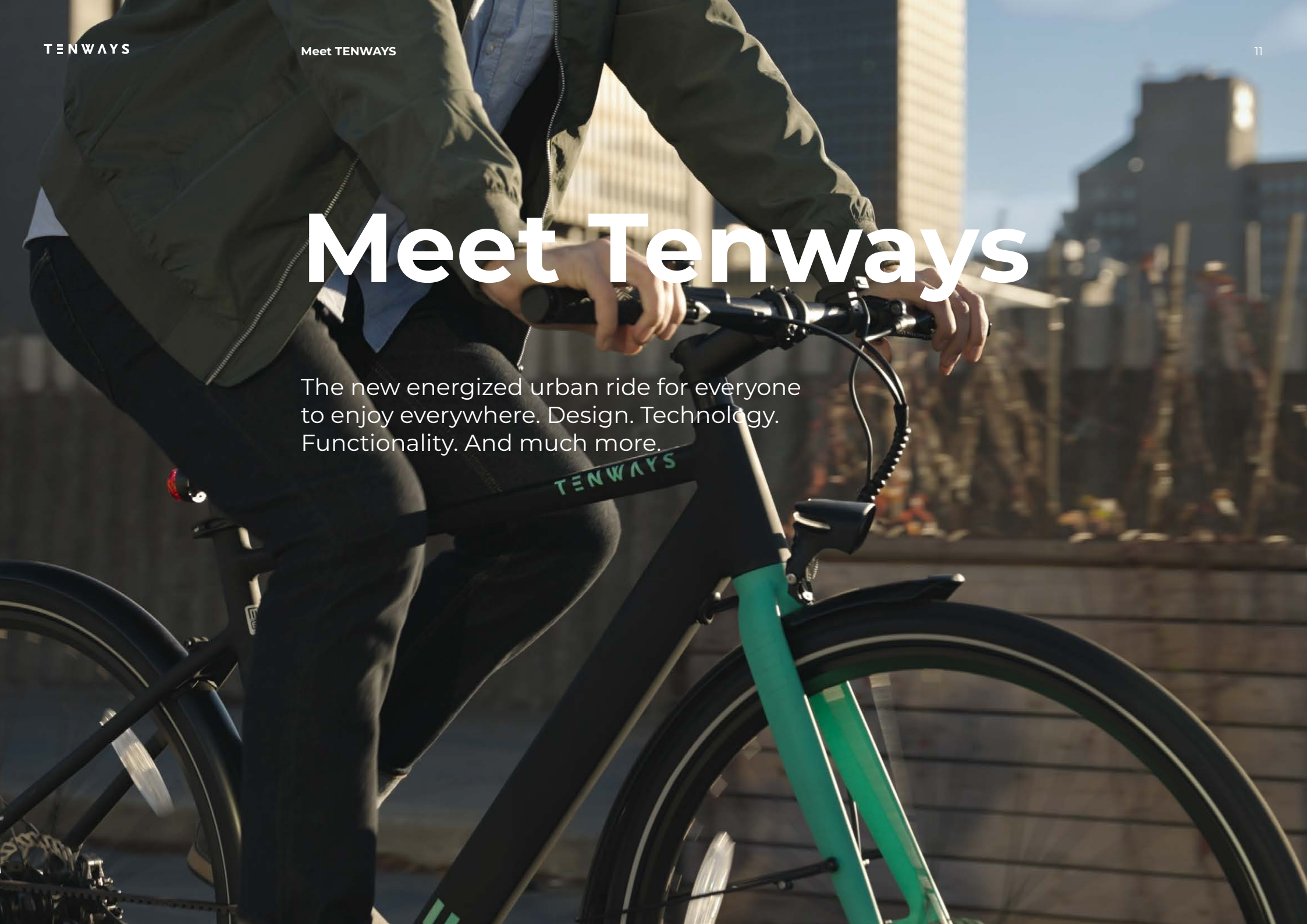
**The new way**

TENWAYS never stops, and continually defines new ways to move beyond your imagination.



# Meet Tenways

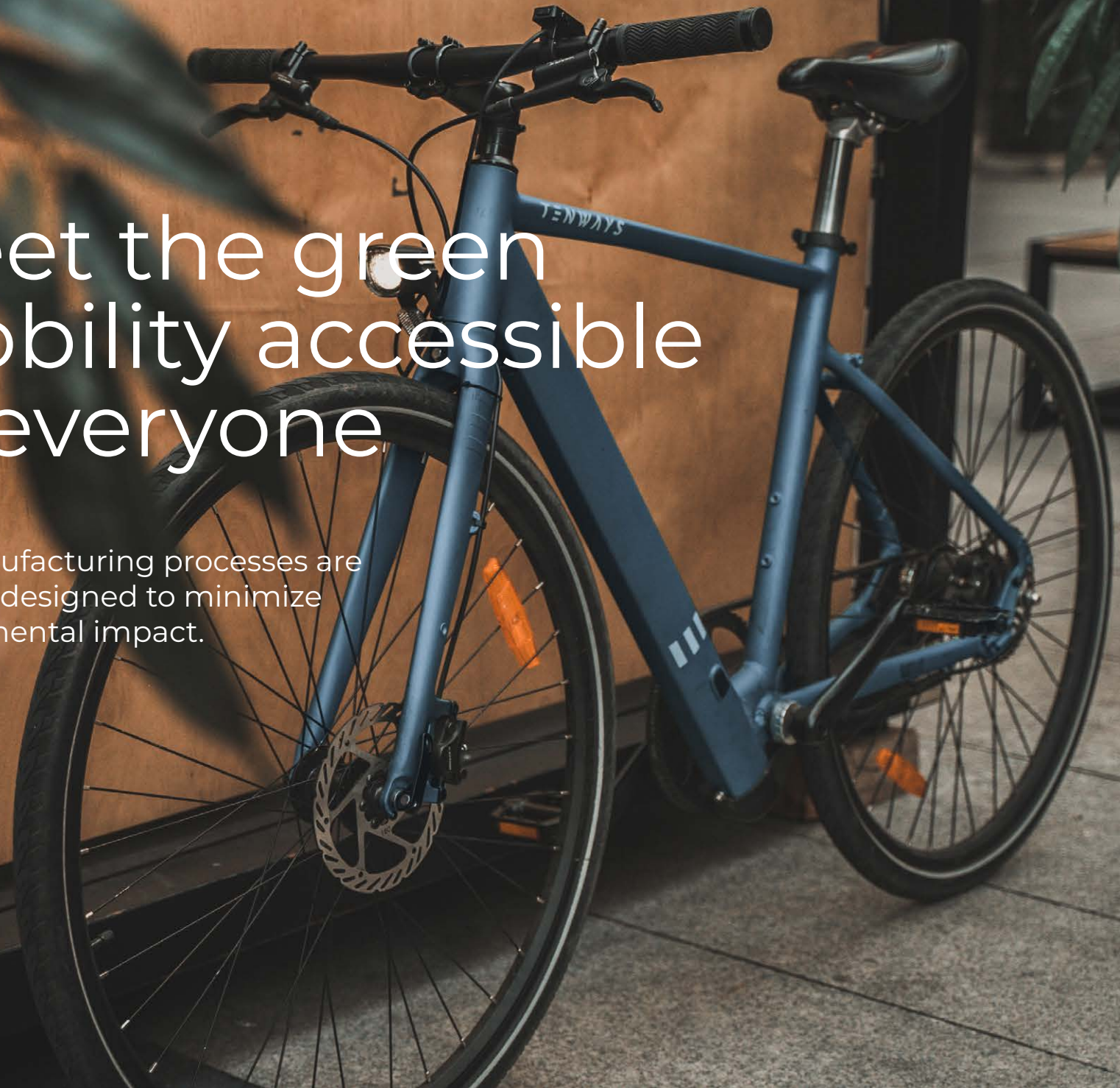
The new energized urban ride for everyone to enjoy everywhere. Design. Technology. Functionality. And much more.





# Meet the green mobility accessible to everyone

Our manufacturing processes are carefully designed to minimize environmental impact.





A person is riding a teal-colored e-bike on a city street. The rider is wearing a striped shirt, black pants, and black sneakers with white laces. The bike has 'TENWAYS' written on the frame. The background is a blurred city street with buildings and trees, suggesting a fast-paced urban environment. The lighting is bright, indicating it's daytime.

# Meet your way to get around the city

E-bikes are an eco-friendly travel option, allowing a diverse range of riders to go further and access places which might be a struggle through leg-power alone.



# Meet the key to unlock a better urban life.

TENWAYS e-bikes are designed to suit many different types of riders, we aim to make quality e-bikes an affordable option for as many people as possible, and ultimately contribute to an amazing movement and help make the world green!

