

# Accelerate your day

On the Urban Arrow  
Family or Shorty





In this brochure, we'll introduce you to our electric cargo bikes, which are clean, fast, safe and stylish. So browse the options, their technical specifications, and discover which accessories will combine to make your perfect Urban Arrow. And, while you're at it, you can meet some happy riders too. Let's go!







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# Nice to meet you

Every city dweller believes his or her hometown is the best place in the world to live. And rightfully so! At Urban Arrow, we enjoy the hustle and bustle as much as you do. We love the old streets, the tall buildings, the places to go and the people to meet. Most of all, we love how the city allows you to be a parent, a go-getter, a shopping pro and a bar hopper, all in the same day.

#### SMART URBAN MOBILITY

We want cities to remain great places in which to live. That's why we're defining a brand-new transport category: Smart Urban Mobility. But at the same time, we're also seeing how streets are becoming congested and we

acknowledge the growing need to reduce air pollution - quickly. By combining the carrying capacity of your car and the agility of an e-bike, we're creating **the ultimate vehicle to take all that's dear to you from A to B - and beyond.** Clean, safe, stylish, fast.

Are you ready to get your day moving? Choose the Urban Arrow that's right for you and take your kids, groceries, dog or work stuff - or all of them - with you.

Zip past traffic jams and park wherever you like. Enjoy every inch of your city and every minute of your day. **With zero emissions and no sweat.**







# Smart by design



At Urban Arrow, we aim to be the frontrunner in urban mobility. Our design philosophy is bold and clear: always ahead. We have been applying this philosophy since we created our first Urban Arrow, back in 2010. Inspired to build the urban vehicle of the future, we set out to design an electric cargo bike that will never let you down and is easy to handle in traffic. Robust yet agile, durable yet light. The result is our iconic aluminium frame. After several years of optimisation, we're proud to say it still looks essentially the same.

## CHANGE WITH YOUR NEEDS

We understand that your needs and those of your family will change over time, which is why all Urban Arrows are modular.

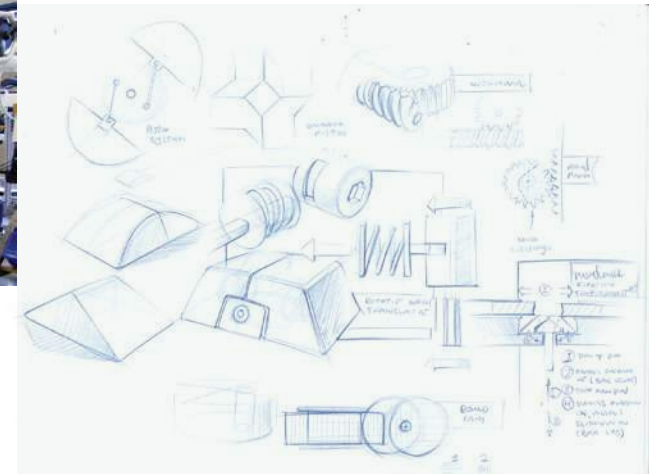
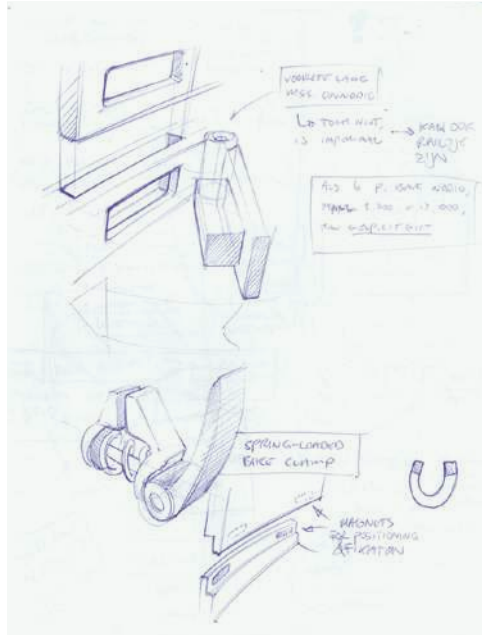
This gives you the freedom to choose between different front frames. A box that's big enough for your kids, or perhaps something that's more compact. Everything is possible. In the same way that your needs keep evolving, so too can your bike.

Always ahead also means that we want your ride to be as smooth as possible. We are continuously designing new bikes and accessories to optimise your experience. For example, we've developed a poncho that attaches to our rain cover to keep you dry at all times. And we are developing even more reasons for you to prefer a cargo bike. No more excuses to take the car!



## Bike freaks

Design is at the heart of everything we do. We have an in-house R&D team comprising six (industrial) designers, each with different backgrounds and specialties. All of them true bike freaks, who turned their hobby into a career. Their passion enables us to quickly identify trends and acquire insights, ensuring that our bikes are designed around your needs.



“I always try to come up with something truly innovative, something that has never been designed before.”

Wytze van Mansum, lead designer of the Urban Arrow Family









Turn rush hour  
into fun hour on your  
**Urban Arrow Family.**



# The Urban Arrow Family

Meet the aptly named Family: the newest member of your tribe. One that takes you and your most precious cargo wherever you want to go. No more worries about your busy schedule, kids needing to be places, fetching groceries or shopping trips. The bike's speed and agility will be more than a match for your hectic lifestyle. Our range of accessories will allow you to customise it to meet your family's needs. Leave the car at home and zip through the city effortlessly, or enjoy a trip to the woods or the beach. One ride and you'll be hooked!







# Highlights

## BOSCH MOTOR

The Family is equipped with a strong and reliable Bosch motor, which is available in three different power options. The Active and Performance motors come with a 400Wh battery, while the Performance CX comes with a 500Wh battery. Choose the motor that matches your needs and the topography of your area.



## EASY ENTRY

To make it easier for your kids to climb into the Family, we've created a special step on both sides of the box.



### BOSCH ACTIVE

Includes a 45Nm motor, 400Wh battery and low-maintenance Shimano rollerbrakes. This model is perfect for flat cities and/or medium loads.

### BOSCH PERFORMANCE

Includes a 60Nm motor, 400Wh battery and Shimano hydraulic disc brakes, which have some impressive stopping power. This model is perfect for a rolling landscape, a hilly city and/or heavier loads.

### BOSCH PERFORMANCE CX

Includes a 75Nm motor, 500Wh battery and Shimano hydraulic disc brakes. This motor was originally developed for mountain bikes, so if you need mountain performance or if you carry seriously heavy loads, look no further.



## ENVIOLLO GEAR SYSTEM

The Enviolo N-380 gear system works seamlessly with the Bosch motor, making gear changes smooth and effortless and eliminating step changes, locked gears, empty pedalling and creaking.

### THREE-POINT BELT

The Family comes with a sturdy and adjustable three-point safety belt to keep your kids safe during the ride and allow you to concentrate on the road. But please note that (young) kids will need some help to lock and unlock it.



### ROLLERBRAKES

The sturdy Shimano rollerbrakes ensure a very smooth braking experience: gently, but securely bringing your bike to a complete stop.



### DISC BRAKES

The Shimano hydraulic disc brakes, which have some impressive stopping power and are designed for steeper hills and carrying heavier loads.





## Accessories

### BOX COVER

The box cover neatly covers your bike when it's not being used and protects it from rain and debris.



### RAIN COVER

The rain cover keeps everything nice and dry during bike rides on rainy days.



### PONCHO

Thanks to this poncho, you'll have no more excuses to take the car. Connect it to the rain cover with the Velcro strip to stay dry at all times.



### BIKE PARKA

This parka will protect your bike from the elements when it's parked outside. When not in use, it easily folds into a convenient little pouch.



### FLOOR MAT

This floor mat keeps loose items in place while you ride and protects the bottom of your box from scratches and other damage.



### REAR CARRIER

You can increase the load capacity of your bike with a rear carrier, which is compatible with most child seats.



### YEPP ADAPTER

This adapter allows you to attach most child seats to the bottom of the box, so that your child can ride comfortably and is well protected.



### MAXI-COSI ADAPTER

Safely bring your baby along with the Maxi-Cosi seat adapter.



### EXTRA BENCH

Thanks to this extra bench, your kids' friends are always welcome to join.



### LUGGAGE NET

The ideal accessory for when you are carrying your chain lock or other stuff that you'd rather didn't rattle around in the box. The net attaches to the bottom plate and the side of the box.



### STICKER

Do you want to use your bike for branding? We can create a sticker for your box with a logo and/or message of your preference.



### AND MORE...

Our design department is constantly improving our bikes and developing new features and accessories for them. If you're missing anything in our range, just let us know!



# My Urban Arrow



‘Tourists see us cruise through the city with our bike full of kids and stuff and they can’t believe their eyes.’

**Johan works at the Amsterdam Design Factory. On weekends, he loves to take his family for a picnic in the park.**

“We consciously chose not to have a car in the city, because it’s such a hassle and costs quite a lot of money. In contrast, our Urban Arrow is really convenient; it’s fast, relatively cheap and totally worth the investment.

And because it’s electric it has increased our reach significantly, compared to a normal bike. We have a young family with two kids, aged four and one, and the eldest has just started primary school. Having an Urban Arrow in the city is a great solution; we can take the kids everywhere and even take their friends along too. We used to stay close to home when taking trips with the kids, but now we often go to the park and even visit the beach. We can take everything we need and if the kids are tired on the way back they’ll simply take a nap. It just feels great to cross the city in 30 minutes. It makes Amsterdam feel even smaller. And it’s so much faster than public transport.

I never take the tram anymore.”



#urbanarrow  
#smarturbanmobility  
#nosweat







Let the **Urban Arrow Shorty** surprise you: this compact giant has hidden depths.



# The Urban Arrow Shorty

The Shorty is the perfect bike for the urban multitasker, with places to go, things to do and stuff to take. If your days are filled with meetings, gym sessions and the odd coffee here and there, then the Shorty certainly has your back. It'll get you to your appointments without you breaking into a sweat. **It's fast, agile, and can carry a lot more than you'd think, which is why we call it a compact giant.** The box is flexible in use: you can easily bring your child or dog on a trip to or through the city – or on a quick escape out of town.





# Highlights

## BOSCH MOTOR

The Shorty is equipped with a strong and reliable Bosch motor, which is available in three different power options. The Active and Performance motors come with a 400Wh battery, while the Performance CX comes with a 500Wh battery. Choose the motor that matches your needs and the topography of your area.



## EPP BOX

The expanded polypropylene (EPP) box offers a volume of 150 litres. How about that for storage? Essentially, it transforms your bike into a speedy, electric backpack.



### BOSCH ACTIVE

Includes a 45Nm motor, 400Wh battery and low-maintenance Shimano rollerbrakes. This model is perfect for flat cities and/or medium loads.

### BOSCH PERFORMANCE

Includes a 60Nm motor, 400Wh battery and Shimano hydraulic disc brakes, which have some impressive stopping power. This model is perfect for a rolling landscape, a hilly city and/or heavier loads.

### BOSCH PERFORMANCE CX

Includes a 75Nm motor, 500Wh battery and Shimano hydraulic disc brakes. This motor was originally developed for mountain bikes, so if you need mountain performance or if you carry seriously heavy loads, look no further.



## ENVIOLLO GEAR SYSTEM

The Enviolo N-380 gear system works seamlessly with the Bosch motor, making gear changes smooth and effortless and eliminating step changes, locked gears, empty pedalling and creaking.



#### **BOX DIVIDER**

This accessory divides the top and bottom of the box, helping you to easily separate heavier objects from your more delicate stuff.







## Accessories

### REAR CARRIER

You can increase the load capacity of your bike with our rear carrier, which is compatible with most child seats.



### SHORTY BRACKET

This bracket functions as a staging platform for attaching small or large seat-adapters inside the box.



### BOX COVER

The box cover keeps everything nice and dry during bike rides on rainy days.



### LOCKABLE HOOD

This hood can be attached to the expanded polypropylene (EPP) box. It effectively waterproofs the box and is lockable, so that your goods are safe and secure if you have to leave the bike unattended.



### SMALL SEAT ADAPTER

The small seat adapter will allow you to attach a small child seat to the box. Suitable for children aged 9 to 36 months.



### LARGE SEAT ADAPTER

The large seat adapter will allow you to attach a seat for an older child to the box. Suitable for children aged three- to six-years-old.





# My Urban Arrow



‘Thanks to the Shorty, I get out of the city for inspiration more often.’

**On weekdays, Corrie works as an occupational health coordinator. During the weekends, her Shorty accompanies her on her photography trips.**

‘I love living in Amsterdam. It’s a city filled with creativity. In my spare time I take photos, draw, paint and make leather bags. I like to get out and be inspired. And to catch up with friends. That’s why I love my bike. When it comes to the Shorty, I fell in love with the design. And what really won me over is that it’s fast, versatile and practical. I can easily take my photography equipment with me wherever I go. It also enables me to go on trips outside of the city, like the other day when I cycled to a lake to relax. I even use my Shorty when it rains. Nothing holds me back anymore. All-in-all, the Shorty makes me feel happy. A little proud even. The bike gives me a lot of energy and a sense of freedom. And it stimulates me to seek new adventures.’



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#smarturbanmobility  
#nosweat



# Specifications

## Family



## Shorty



Motor	Active, Performance, Performance CX (Q3 2018 Active plus)	Active, Performance, Performance CX (Q3 2018 Active plus)
Battery	400Wh or 500Wh (500Wh only with Performance CX)	400Wh or 500Wh (500Wh only with Performance CX)
Brakes	Shimano rollerbrake or Shimano hydraulic disc brake	Shimano rollerbrake or Shimano hydraulic disc brake
Flatbed size	L 260cm x W 70cm x H 110cm	L 203cm x W 70cm x H 110cm
Box size	Top L 74cm x W 60cm Bottom L 64cm x W 55cm	L 66cm x W 48cm x H 72cm
Wheel size	Rear wheel 26" Front wheel 20"	Rear wheel 26" Front wheel 20"
Hub type	Enviolo N-380	Enviolo N-380
Weight	47kg	43kg
Max. load capacity	275kg*	225kg*
Max range in ECO	80km**	80km**
Average range in TURBO	40km***	40km***
Average range dual battery	80km	80km

\*weight including rider, box and bike

\*\*calculated for empty box

\*\*\*calculated for average load















# Smart Urban Mobility

We want cities to remain great places in which to live.  
By combining the carrying capacity of your car with the  
agility of an e-bike, we are creating the ultimate vehicle  
to take all that's dear to you from A to B - and beyond.  
Clean, safe, stylish, fast.



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