



PRESS RELEASE

## **DANCE launches in Berlin and starts global e-bike movement**

- DANCE, the new mobility startup from Eric Quidenus-Wahlforss, Alexander Ljung and Christian Springub, kicks off its global subscription services for e-bikes with an invite-only program in Berlin
- At the heart of DANCE are its frictionless subscription model, its all-inclusive services and state-of-the-art DANCE e-bikes
- The goal of DANCE is to spark a global movement built on a connected community of passionate e-bike riders, ultimately making cities more bike-friendly and livable

**Berlin, 21 July 2020** – Today, DANCE kicks off its global subscription service for urban e-bikes with an invite-only program in Berlin. At the heart of DANCE are its frictionless subscription model, its all-inclusive service package and state-of-the-art DANCE e-bikes. Starting in Berlin, the founders' goal is to grow a community of connected e-bike riders and spark a global movement towards more bike-friendly and livable cities.

The riders' journey towards sustainable and joyful urban mobility begins with a simple subscription. A fully assembled e-bike is delivered right to their doorsteps within 24 hours. Should the bike need maintenance or even get stolen, it will be replaced immediately. "DANCE means having a state-of-the-art e-bike always and only available to you, but without the hassle of buying and owning it", says Eric Quidenus-Wahlforss, co-founder and CEO of DANCE.

As the fastest and most efficient means of individual urban transport on routes up to 10 kilometres (6.2 miles), e-bikes are the ideal way of moving around in cities. "You save time and you save the environment. You exercise, but you don't sweat. And besides that, riding an e-bike is pure joy", says co-founder and chairman Alexander Ljung. At the same time – with an average purchasing price of 2300 Euros – a high-quality e-bike is expensive, needs maintenance and has a higher probability of being stolen. That leaves many consumers on the fence about whether or not to buy their own. "Buying and owning an e-bike is a hassle. That is why we set out to create a frictionless e-bike subscription service with no upfront costs and all-inclusive services. DANCE is the perfect solution for those who are looking for a healthy, environmentally friendly, time-saving and joyful form of mobility", says Quidenus-Wahlforss.



With its e-bike subscription service, the startup lays the ground for a global movement. “Music was one of the first industries to experience the shift from ownership to subscription. At SoundCloud we helped usher in this transformation and established the world's largest and most passionate music community. Now we want to transfer this experience to the mobility space and start a movement that will ultimately make our cities more livable”, says co-founder and chairman, Alexander Ljung.

“We have carefully analyzed the mobility market in the past years and we are deeply concerned that despite the new options out there and the clear necessities set by climate protection, car ownership continues to be high, along with all its negative implications such as congestion and pollution”, says co-founder, Christian Springub. Still, he also sees significant opportunities: “Bikes and e-bikes are booming. The European market alone is projected to double by 2025. Several cities around the world are taking serious steps towards expanding their bicycle infrastructure, including Bogota, Barcelona, Milan, New York, Oakland, Paris and Toronto. Covid-19 is further accelerating this development”, he says.

“We are convinced that DANCE provides the missing piece of the puzzle at the right time to accelerate a broad and lasting movement from individual car ownership to daily use of e-bikes,” Quidenus-Wahlforss concludes. “Together with our riders we want to transform our cities to become more bike-friendly, greener and ultimately more livable.”

### **About DANCE**

DANCE is an e-bike subscription service founded with the purpose of having a positive impact on health, sustainability and livable cities. With DANCE, you have a state-of-the-art e-bike at your full disposal, without the hassle of buying and owning. Users simply subscribe online and a fully assembled DANCE e-bike is delivered right to their doorstep within a day. Should it need maintenance or even get stolen, it will be replaced immediately. DANCE aims to build a movement based on a global community of connected and passionate e-bike riders, who ultimately will make cities more bike-friendly and livable.

DANCE was founded by SoundCloud founders Eric Quidenus-Wahlforss and Alexander Ljung, together with the co-founder of Jimdo, Christian Springub. The company started with an invite-only program in Berlin in July 2020. DANCE is backed by venture capital fund BlueYard together with entrepreneurs and investors such as Ilkka Paananen (Founder & CEO Supercell), Jeannette zu Fürstenberg (La



Famiglia), Kevin P. Ryan (Founder & CEO, AlleyCorp), Neil Parikh (Founder & CSO Casper), Bjarke Ingels (Founder & CEO BIG Architects) and several others.

**Photos and Bios**

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