

# This is Ahooga.

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10 years on the market

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Brussels born, engineering focused

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Designed, built and engineered in Belgium

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150+ retailers all across Europe

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Based in Anderlecht, Belgium, a team of former Toyota engineers set out to build the ultimate urban bike. Meet Max: a bike for those who want the power and feel of a full-sized ride with the agility of a compact fold. Its unique, patented frame gives you the stiffness, control, and stability of a big bike, turning every street into smooth terrain. Confident, responsive, unmistakably Ahooga. Discover a bike that will make you rethink traditional urban rides.

From the folding mechanism to the frame integrity, from the wheel size to the electrical integration - we questioned everything and made something very special.



Rides **everywhere.**



Tramway



Dirt roads



Cobblestones



Wet surface

# What our **riders** say about us

"I am totally happy with it and I think it's design is what makes it robust and stable but easy to manoeuvre."

"The bike took me on multiple 50+km journeys, including traversing the rocks and roots of the Ardennes, the sands of Dutch beaches, or the cobbles of old towns in central Europe. It even sat with me on a boat while I paddled down multiple rivers. And it takes me to work almost daily, too. I am a fan!"

"The most beautiful foldable electric bike there is on the market. And it is Belgian!"



Design and  
Innovation Award  
winner

"When folded, the Max can be easily rolled on wheels mounted to the rear rack - a perfect feature for navigating stations and busy train carriages. Integrated mudguards and lights make it the ideal commuting partner. Thoughtful down to the MAX - a well-deserved award!"



Red dot  
Award  
winner

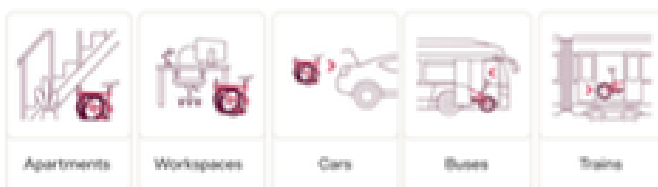
"The Max e-bike impresses with its high-quality frame construction and ingenious folding mechanism. It skillfully combines user-friendliness with electric mobility."



Testieger Frankfurter  
Allgemeine  
winner

"Like few other bikes in the test, it is not 'just' a folding bike, but can be considered a fully-fledged bicycle for all body sizes and weight classes. Whether you use it for commuting to work or as an everyday bike with the option of 'folding it down' when needed - the bike can be used meaningfully in many ways."

## Fits **anywhere.**



# A-MAX Derailleur

€ 1799



Power  
Bio power



Gears  
8-speed



Patented frame  
Double triangle



Weight  
13 kg

# A-MAX Alfine 8

€ 1999



Power  
Bio power



Gears  
Alfine 8



Patented frame  
Double triangle



Weight  
14 kg

|            |                                                  |
|------------|--------------------------------------------------|
| Frame      | Aluminium 6061 - Patented double triangle design |
| Tires      | Schwalbe Billy Bonkers                           |
| Brakes     | Shimano hydraulic disc brakes                    |
| Dimensions | 72 x 69 x 37 cm (folded)                         |

## E-MAX Derailleur

€ 2.099



Power  
Electric



Gears  
8-speed



Patented frame  
Double triangle



Weight  
17 kg



Power  
Electric



Gears  
Alfine 8



Patented frame  
Double triangle



Weight  
18 kg

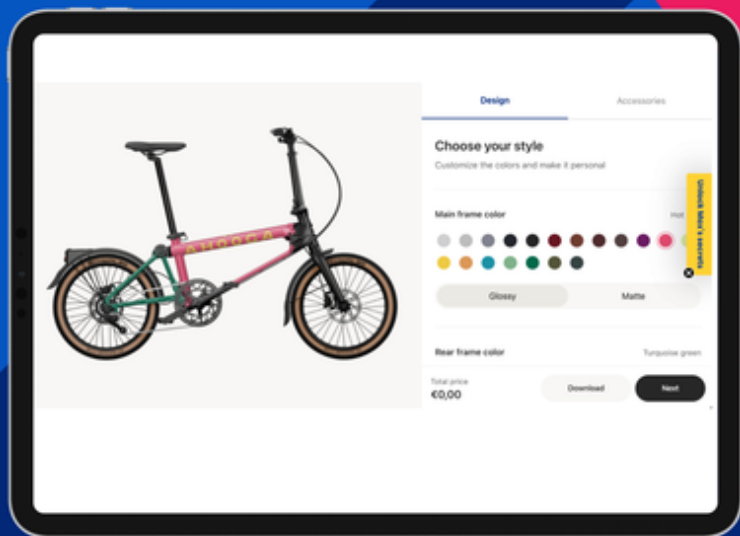
## E-MAX Alfine 8

€ 3.499

|            |                                                              |
|------------|--------------------------------------------------------------|
| Frame      | Aluminium 6061 - Patented double triangle design             |
| Tires      | Schwalbe Billy Bonkers                                       |
| Brakes     | Shimano hydraulic disc brakes                                |
| Dimensions | 72 x 69 x 37 cm (folded)                                     |
| E-System   |                                                              |
| Battery    | 250 Wh (60km) / 430Wh avec l'extension de batterie (85-95km) |
| Lights     | Spanninga (intégrés) + Busch & Müller (projecteur)           |



Design  
your own  
AHOOGA



# Our frame, Your canvas

Choose the colors, logo style, and personal touch that match your vibe. Build it online or at your favorite shop, and bring your unique creation to life on the streets.

Your bike. Your colors.  
Your move.

# Complete your Ahooga look

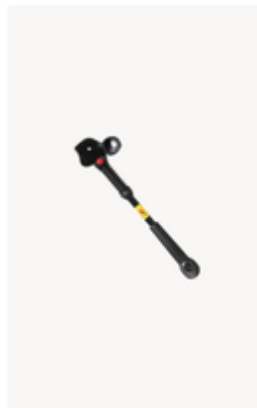
## The perfect commuter bag

Our Nash carrier bag clips easily onto our convenient rear rack and carries all your work essentials. The deployable side pockets help you accommodate more volume. Commute straight into a weekend escapade!



## Double the range

Our battery extender offers the possibility to almost double your autonomy. Strap it to the frame, plug it in, and ride. It's the size of a water bottle, and can charge your phone at the same time!



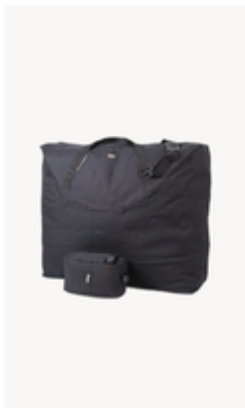
Kickstand



Rear rack



Carrying handle



Transport bag

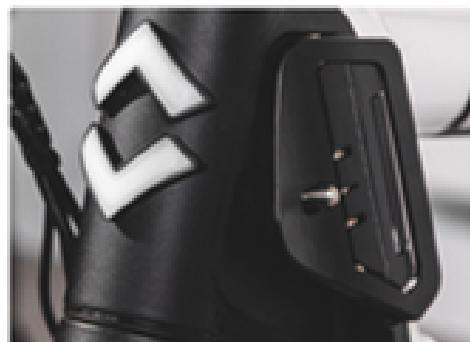
# It's all in the details.

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## Top tier componentry.

All models are equipped with Shimano hydraulic disc brakes. This means safe, powerful, and efficient braking, no matter the weather.

Shimano is a renowned componentry manufacturer, also our provider of choice for the Aftine gear hub model. For the derailleur models, enjoy the trusted Microshift system paired with our custom patented derailleur hanger: the most lightweight option for Max.



## Easy, click-in folding mechanism.

A clean, easy front fold - the signature Ahooga design that keeps your frame in one single piece, while allowing for a fast and simple fold. That's the secret to a compact yet incredibly comfortable ride.

Just unfold, click in, and go.

## Front light projector.

On top of our Spanninga custom lighting, we've integrated a light projector for maximum visibility on the road.

Both lights are integrated with the e-system, so no need to worry about recharging or losing your lighting.



## Premium display.

The MiVICE HMI display allows you to easily switch between five electric assistance levels. This high visibility display screen monitors your speed, battery level, remaining range, and overall kilometer count.

The system also features a walk-assist function.



## City-proof cabling.

Our new cabling for the e-system allows for fast and easy repair. In case of vandalism or damage to your bike's cables, no need to replace the entire controller system anymore!

## Lockable Battery.

Full peace of mind. The battery is safely locked inside the tube, use your key to unlock only if you need to remove it.

Charge the battery on or off the bike - you can plug in from the side of the tube or take your battery with you wherever you want it.





## One size fits all

Max offers a personalized and comfortable fit, thanks to its adjustable stem and seatpost. So whether it's you, your partner or your kids, Max is the perfect companion for your family.



## Go the distance thanks to E-Assist

Max comes with a fully integrated e-system, developed by Ahooga just for Max. It propels you to new heights with a standard range of 60km, and up to 95km with range extender.

## Race around Rwanda

*Joining a 1000 KM gravel ultra race was our craziest proof of concept. Our salesman Stuart took on the challenge to see all hardships our bike could endure.*



## North Cape to Brussels

*Zeger Dax rode over 4000 KM from the Northern most inhabited point of Earth... all the way back to our HQ in Belgium. A breathtaking journey through Europe!*



# Made in the home of cycling

Ahooga comprises a team of dedicated cycling enthusiasts. Since 2015, we have specialized in crafting folding bikes. Based in Brussels, Belgium, our team proudly represents over 7 nationalities. With an unwavering commitment to engineering, we take pride in being creators and makers.

Max serves as a testament to our approach. During its creation, we dedicated over 3 years to the design, engineering, and prototyping process.

This endeavor yielded a collection of patents and over 20 custom-made components, resulting in what we believe is an exceptional urban bike.

With a multitude of our own inventions integrated into MAX, we made the decision to build him ourselves, right here in Belgium, the heart of cycling.

We sincerely hope that MAX can bring about positive change and significantly enhance your urban commuting experience.

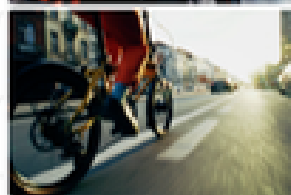
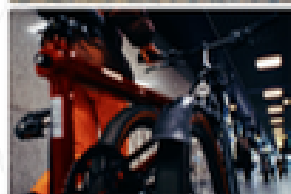
# 150

dealers all across Europe

Free test rides

Book directly via website

Get expert advice



Book a test ride

[www.ahooga.bike](http://www.ahooga.bike)



## Geometry

|          |                       |           |
|----------|-----------------------|-----------|
| <b>A</b> | Seat height           | 570-750mm |
| <b>B</b> | Reach                 | 420-440mm |
| <b>C</b> | Stack                 | 300-800mm |
| <b>D</b> | Bottom Bracket height | 270mm     |
| <b>E</b> | Wheelbase             | 1088mm    |
| <b>G</b> | Headtube angle        | 70°       |
| <b>F</b> | Trail                 | 54mm      |

|                  |                     |
|------------------|---------------------|
| Dimension folded | 72x69x33cm          |
| Maximum payload  | 100kg (rider+ bike) |
| Rack capacity    | 10kg                |

## Components

### DERAILEUR

Microshift Acolyte II speed  
- Short cage - No clutch  
derailleur

Microshift Acolyte II  
speed trigger shifter

### Cassette/Sprocket

Microshift II speed  
cassette (11-28)

### ALFINE II

Shimano Alfine II speed  
gear hub

Microshift II speed inter  
shifter

### Frame

Alhooga Max 6061 Frame - 160mm Post  
mount brake tab

### Fork

Alhooga 6061 Fork - 154mm 28.6mm steer  
tube - Post mount 160mm brake tab

### Chain/Ring

E-MAXI 52 teeth - 170mm cranks  
A-MAXI 50 teeth - 170mm cranks

### Chain

109 links - QL  
107 links - QL on derailleur

### Pedals

MKS - LOOK Ezy removable pedals

### Handlebars

600mm wide - back sweep 10° - Up sweep 0°  
- rise 30mm

### Grips

Lockable Grip Nucone Town wave - 622mm

### Bell

Thumb-bell - left side

### Stem

Foldable stem - Extendable height

### Seatpost

31.6mm-diameter - 580mm length - 13mm offset

### Saddle

Selle-royal - Arval

### Brakes

Shimano Hydraulic MT200 - 160mm rotors

### Fenders

Hard mudguards - Polycarbonate - with  
mudflaps (front and rear)

### Optional kickstand

HBIII near kickstand "AJX" - Axis mounted

### Lights

Spannings Arco - front and rear  
For CE only: Contex Str20 light

## Electric features

### MOTOR

250W - max torque 35  
Nm / 35N

Max speed: 25km/h

### BATTERY

248Wh - 60km range  
428Wh with range  
extender - Up to 95km  
range  
Samsung cells

### TORQUE & SPEED SENSOR

BSA 58mm  
IP 67

### DISPLAY

LED screen with  
speedometer  
5 assistance levels with  
adaptive range estimation  
IP 67

### FRONT LIGHT

Logo badge white light - integrated in headtube

### PROJECTOR LIGHT

Buch & Müller Myo E - 50 lux - Str20

### REAR LIGHT

Rear red light - integrated in the mudguard