



Media Information

New Flyer Uproc6 e-mountain bike wins international award

Biketec of Switzerland – the country's leading manufacturer of E-Bikes – has taken an international award for its new mountain bike model, the Flyer Uproc6. The company, competing against strong opposition, won the honour at the "Design & Innovation Award 2015" organized by the German trade publications "Enduro Mountain Magazine" and "E-Mountainbike Magazine".

Huttwil (Bern, Switzerland)/Leonberg (Baden-Württemberg, Germany), 7 January 2015. In advance of the 2015 awards presentation, the latest models from more than 100 manufacturers worldwide were put through their paces by an international jury of top mountain bikers and specialists. According to their test report: "On the trail there is immediate recognition that Flyer has skilfully put into practice the descent orientation (of the Flyer Uproc6) – concerning not only the mechanics but also the frame geometry and rear triangle kinematics. At the latest, it becomes clear when braking that the Swiss take seriously what they say about downhill optimization."

Biketec CEO Simon Lehmann commented: "In making our mark at the forefront of the international E-Bike market, we set ourselves the highest standards of excellence and innovation. The company's success at the 'Design & Innovation Award 2015' is acknowledgement of our endeavours over recent years. It will inspire us to further achievement in all sectors of our E-Bike business." The report on the Flyer Uproc6 shows that for Biketec of Switzerland the future has already begun. It stated: "Even after short test rides, it was clear that this bike – with its design and handling excellence – has the potential to set new standards in electrically-supported enduro biking."

In addition to the award-winning Uproc6, Flyer is this year launching two further E-Mountain Bike models in the Flyer range – the Uproc3 and the Goroc.

Biketec AG of Switzerland was founded in 2001 when it acquired the FLYER activities of BKTech AG. Rapid growth necessitated a change in location from Kirchberg to Huttwil, where the first and most modern factory in Europe designed exclusively for electric bikes was established in 2009. Within two years two extensions were added; nine assembly lines enabled an increase in capacity to 300 FLYERs per day. The factory – built in accordance with Minergie-P®-Standard and the brand's own sustainability concept – has since become an attraction in itself. It attracts some 20,000 visitors annually. The number of employees has increased nearly 10-fold to approximately 200. Annual production totals 50,000 FLYERs in 11 different model ranges. FLYER is the market leader in Switzerland. Exports account for well over 50% of production, and the main export markets are Germany, the Netherlands and Austria. www.flyer-bikes.com

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