



**FLYER**

## Media Information

### **FLYER presents first new models for 2016**

**A full-suspension trekking e-bike and a new folding bike – leading Swiss e-bike specialist FLYER has already announced its first new models for 2016.**

**Huttwil, Switzerland, 17 July 2015** – Swiss FLYER manufacturer Biketec has announced the addition of two new models to its top quality range of machines for the coming year. One is the launch of the TX series. The other is the high-performance Pluto folding bike.

Chief Technology Officer Ivica Durdevic sees in the new TX series full-suspension SUV the ideal option between the FLYER touring and mountain models – "a practical everyday alternative to our e-mountain bikes launched in 2015."

The first full-suspension SUV e-bike is perfect not only for reaching to the workplace, but also for leisure-and-pleasure use. A mid-drive motor and down-tube battery (from the Bosch Performance Line) generate the necessary power. Ivica Durdevic cites in particular the exclusive design of the new model: "The new top quality TX series combines maximum comfort with stylish sporty appearance". The new model is available in two versions, with prices starting from 4299 Euro.

#### **High-performance folding bike**

In the urban category, the trendy 'Flogo' town speedster now has a folding companion, the 'Pluto'. It requires little stowage space while permitting maximum mobility, freedom and flexibility in every situation and location. In just a few simple steps, the transformation from piece of baggage to high performance machine reveals the promising potential of 'Pluto'.

Whether Panasonic, Shimano or Schwalbe – this new machine is equipped with superior quality components. It combines top foldability features with superior riding reliability. Says CTO Ivica Durdevic: "We view the 'Pluto' as a high performance and practical mobility solution for all e-bikers with little space at their disposal." The product costs from 3399 Euro – with a practical 'Pluto' bag as an optional extra.

**Biketec** of Switzerland was founded in 2001 when it acquired the FLYER activities of the BKTech company. 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 400 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. FLYER is the market leader in Switzerland. Exports account for well over 75% of production, and the main export markets are Germany, the Netherlands and Austria. [www.flyer-bikers.com](http://www.flyer-bikers.com)

#### **Further information (media):**

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