



Media Information

FLYER expands e-bike accessories range

In keeping with its premium product range, leading Swiss e-bike specialist FLYER has expanded its selection of add-on accessories. The enlarged selection includes a choice of bags, safety jackets, a shopper and (from 2016) a new top quality bikers' clothing collection – all in exclusive FLYER look.

Huttwil, Switzerland, 09 November 2015 – Smart, chic, elegant and exclusive – just like the FLYER premium product range itself, the attractive array of add-on accessories offers e-bikers superior quality and choice. In cooperation with internationally acclaimed partners such as Pletscher, Ortlieb and Abus, the Swiss e-bike specialist has now launched more matching extras for all its models.

Means of transport for leisure and business

New on offer is the **Zurigo leisure bag** (from Pletscher), an ideal all-rounder for everyday use as well as for day trips. The main compartment of the bag can be enlarged as and when required. The **Downtown** (from Ortlieb) is a blue **bicycle briefcase** which can be quickly and easily attached to – and detached from – the bag rack. It offers space for one large file folder, documents and a notebook, with the inner padding permitting contents to be transported safely.

The **Shopper** is an excellent means of transport when making purchases with FLYER e-bikes. This spacious 49-litre bag is waterproof and can easily be attached by an add-on coupling.

The **Skyline Back Roller** (also from Ortlieb) features a waterproof roll closure, ensuring that food and equipment is always safely packaged and transported even on long tours.

Safety in the dark

For bikers requiring extra safety in the dark and during winter, the fluorescent **Dark Jacket** for e-bikers ensures optimal visibility on the road – even in the worst weather conditions. Unauthorized access to FLYER e-bikes can best be prevented by a secure **Lock Chain Combination** from Abus. A **Battery Cover** protects Bosch batteries from the elements in general, enhances cold weather performance in particular, and also serves as scratch and shock protection.

Technology on tour

For owners of one of FLYER's newer e-bike models, the **Suspension Pump** – a handy fork and rear shock device – is a "must" in every mountain biker's backpack. And perfect for carrying the Pluto folding e-bike is the specially designed **Pluto Bag**. Stylish, safe and practical, the bag features padded nylon fabric and four running wheels for easy transportation.

In 2016 FLYER will add more top quality products to its range of accessories. In addition, a new collection will be launched in cooperation with the Bavaria-based sportswear specialists Ziener.

An overview of all accessories (including prices) can be found in the latest FLYER Accessories Catalogue under [this link](#). Details of additional products – as well as the new e-bikers' clothing collection – will be communicated in early 2016.



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-bikes.com

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