



**FLYER**

Press release

## **By Swiss FLYER in the footsteps of Che Guevara**

**More than 60 years ago the young Argentinian revolutionary Ernesto Che Guevara travelled thousands of kilometres through South America on a battered motorbike. Now an award-winning photographer is doing the same on a state-of-the-art e-bike – made in Switzerland.**

**Huttwil, 19 January 2016** – Swiss adventurer, photographer and Latin America expert Luca Zanetti calls it his "E-Bike Diaries" – the story of a six-month expedition through seven South American countries. It's a journey through Chile, Argentina, Bolivia, Peru, Ecuador, Colombia and Venezuela, inspired by the iconic Che Guevara's travels in 1952. Zanetti's aim is to depict vividly via videos, texts and photos a more modern but sustainable form of travel over the 8000-kilometre expedition.

Che Guevara's travels – recounted in his "Motorcycle Diaries" – took him from Argentina to Venezuela on a stuttering single-cylinder Norton motorcycle dating from 1939 and which he called "La Poderosa" (The Mighty One). In stark contemporary contrast, Luca Zanetti's ambitious odyssey is by a state-of-the-art premium e-bike from the TS FLYER series manufactured by Biketec of Switzerland.

### **Six companions and lots of baggage**

Zanetti's journey began in Santiago de Chile in mid-December, since when he has reached Mendoza (Argentine). He is accompanied on various sections of the expedition by one of four photographers, a journalist or an ecologist. As with Guevara, Zanetti too is inspired by revolutionary thoughts – but in this case a revolution leading to the sustainable and health-enhancing use of natural resources, and focussing in particular on means of mobility.

In the words of the 45-year-old photographer: "The e-bike – apart from being one of the coolest inventions of the age – is an ideological choice. It reminds us of today's crucial struggle, for both men and nature and not between man and nature. It stands for the creation of a more energy efficient and less resource intense economy. It is in this spirit that we'll name our e-bikes "Poderosa I" and "Poderosa II"

Zanetti's ambitious project is supported by Biketec of Switzerland in the form of the two e-bikes for him and his travelling companions. Both machines first underwent rigorous testing in the Swiss Alps – each complete with 60 kilos of baggage. Luca Zanetti's "E-bike Diaries" comprise a wealth of images and impressions of his 8000-kilometre journey through South America. They are to be found under [this link](#).

**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](http://www.flyer-bikes.com)

### **More information (media):**

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