



FLYER

Press release

FLYER names Malte Urban new Head of Sales Germany

Leading Swiss e-bike manufacturer FLYER has appointed Malte Urban its new Head of Sales in Germany. He takes over the post on 1 May 2016 from Thomas Hummel, who has left the company after nine years at his own request.

Huttwil, Switzerland, 25 January 2016 – Malte Urban (41) is a biking specialist with extensive international expertise and successful sporting and sales careers in cycling. He is himself a professional cyclist, having been German Cyclocross Champion and also a competitor in the Giro d'Italia.

He operated his own bike dealership for five years. Later he worked for the Derby Cycle Company, selling to the trade and organizing events and fairs for the biking public. In 2013 Malte Urban took over as Head of International Distribution for Scandinavia, Austria, Poland, Slovakia and the Czech Republic.

FLYER CEO Simon Lehmann sees Germany as an attractive and important market – "and in Malte Urban we will have on the spot an experienced biking branch professional able to further develop the success of our brand.

"At the same time I would also like to thank Thomas Hummel for his commitment to our company over the past nine years. He leaves us at his own request and we wish him every success for the future".

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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