



FLYER

Press release

FLYER and motorhome/caravan manufacturer Hymer launch cooperation deal

Swiss e-bike manufacturer Biketec and the Hymer company of Germany are entering into a long-term cooperation agreement. From March 2016 an exclusively designed FLYER “Flogo” model – plus accessories – will be available from Hymer dealers.

Huttwil, Switzerland, 26 January 2016 – Swiss e-bike manufacturer FLYER and the German Hymer Group have announced the imminent launching of a long-term cooperation agreement. From March specially-designed e-bikes based on FLYER's popular award-winning “Flogo” model can be tested and purchased at selected Hymer dealers. Biketec accessories such as saddlebags, bike locks and jackets will also be available. E-bike service is guaranteed in cooperation with the selected FLYER dealers.

With the "Hymer e-bike by FLYER", the many e-bike enthusiasts among Hymer owners are assured of maximum mobility around their vehicle site. The Flogo is a compact 20-inch wheel and low step-through model which can fit perfectly into the vehicle stowage space of every Hymer motorhome. Thanks to its top quality components and compactness the Flogo is fast, powerful and versatile.

Hymer of Germany is one of Europe's leading manufacturers of premium motorhomes and caravans. Its products include the Hymer, Hymercar and Eriba Caravan brands, as well Hymer original vehicle parts and accessories.

Biketec CEO Simon Lehmann, says of the cooperation agreement: "Hymer stands for premium products and superior quality. It is therefore a perfect partner for Biketec as Switzerland's leading e-bike manufacturer."

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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