



FLYER

Media release

Andreas Kessler confirmed as new CEO of FLYER

The Board of Directors of the Swiss e-bike manufacturer Biketec AG has appointed Andreas Kessler as CEO from 1 October 2016. Mr Kessler, who took on interim management of the company from April 18 this year, will continue with the strategic development of the company and the brand.

Huttwil, 05 October 2016

The appointment of Andreas Kessler as CEO of Biketec AG marks the conclusion of the meticulously managed search for a new CEO following the departure of the previous CEO Simon Lehmann in the spring.

"Andreas Kessler has managed the company since the spring in a calm, circumspect and extremely level-headed manner, and has proved to be a determined and reliable leader. With his clear focus on the market and customers, he will continue with the successful further strategic development of the company", explains Franz Studer, Chairman of the Board of Directors. Before joining Biketec AG, Andreas Kessler worked at an international level in the luxury goods, clothing and outdoor sector both in marketing and sales and as a managing director. He is delighted to have been confirmed as CEO of this pioneering e-bike company: "During my interim role, I gained in-depth knowledge of both the market and its customers, and of the company, its employees, and its suppliers. I am convinced that we will be able to successfully position the FLYER brand in a dynamic market setting."

***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. 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*

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