



## FLYER wins 2018 Design & Innovation Award

The FLYER Upstreet5 e-bike has won the 2018 Design & Innovation Award in the Urban category. With this award, the bicycle industry recognises products that have proved their worth in practice and offer essential benefits to users. The international expert panel was impressed with the overall concept of the FLYER Upstreet5, which focuses on safety and comfort in every detail.

Huttwil, 16 January 2018

“The FLYER Upstreet5 is a veritable everyday hero. Each detail of this Swiss e-bike is designed to surmount the challenges of urban surroundings”, is how the international expert panel describes the award-winning e-bike. The tested model was the Upstreet5 7.20 with FLYER Intelligent Technology (FIT).

The new urban model by the Swiss e-bike pioneer is characterised by a wealth of innovations and, furthermore, the “fantastic overall package”, designed completely for “safety and comfort”, was praised by the test riders who, in addition to the “high-quality frame”, “comfortable seating position” and “powerful Panasonic drive”, also highlighted the advantages provided by FLYER Intelligent Technology (FIT). FIT is the technology developed by FLYER that links all the bicycle's main components and optimises their interplay. Digitalisation through FIT enhances user friendliness, offers a wealth of new functions, and enables connection to a smart phone via Bluetooth. FIT thus gives the Upstreet5 access to fully automatic gear changes, individual range management, navigation via an app, heart rate monitoring when riding, and many other functions. The panel also praised the high-quality components integrated into the FLYER Upstreet5, such as the lighting system with full beam, and the sturdy luggage rack.

The Upstreet5 is available in a wide range of models and frame shapes (from EUR 3499.-, available from specialist FLYER dealers). [https://www.flyer-bikes.com/int/flyer\\_e-bikes\\_upstreet5/](https://www.flyer-bikes.com/int/flyer_e-bikes_upstreet5/)



FLYER Upstreet5 - award-winning e-bike for around town

Images may be downloaded here:

<http://media.flyer-bikes.com/Flyer>

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Password: \*presse@media



Set up in 2013, the Design & Innovation Award is the leading award in the bike industry. It is of particular importance to the panel that products are also tested in practice. The Design & Innovation Award incorporates the know-how of ENDURO Mountainbike, E-MOUNTAINBIKE and GRAN FONDO Cycling Magazine. Together with bike industry insiders and non-endemic brands, the editors want to provide meaningful and honest product guidance with clear purchase recommendations, and also establish an active role as a neutral platform, a hotbed for trends, and a think tank. [design-innovation-award.com](https://www.design-innovation-award.com)

Established in 2001, **Biketec AG** develops and manufactures premium FLYER e-bikes. At the company's headquarters in the heart of Switzerland, there are about 200 members of staff in a modern facility designed exclusively for electric bicycles. A further 50 employees work in subsidiaries in Germany, Austria, and the Netherlands. Constructed according to the Minergie-P® standard to match the brand's sustainability philosophy, the factory in Huttwil is an attraction in its own right, drawing in some 15,000 visitors each year. FLYER is the market leader in Switzerland with an export share of well over 75 %, the main foreign markets being Germany and the Netherlands. FLYER offers e-bikes for every need: from classic low step-through frames to city bikes and sporty e-mountainbikes. [www.flyer-bikes.com](https://www.flyer-bikes.com)

#### **Further information (media):**

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Biketec AG  
Anja Knaus  
T: +41 62 959 5575  
[a.knaus@flyer.ch](mailto:a.knaus@flyer.ch)