



## **FLYER at the UCI Mountain Bike World Cup at the Lenzerheide resort – e-mountainbikes test rides and trail duels for everyone**

**Swiss e-bike pioneer FLYER is to showcase its latest e-mountainbikes at the UCI Mountain Bike World Cup in Lenzerheide. During the World Cup in Grisons/Switzerland, visitors will have the chance to put various FLYER Uproc e-mountainbikes through their paces. Those with a competitive streak can also see how they measure up against other e-bikers at the first FLYER Uproc dual slalom.**

Huttwil, 23 August 2018

### **World class meets e-bikes**

During the UCI Mountain Bike World Championships at the Lenzerheide resort from 5 to 9 September, visitors will be seeing more e-mountainbikes at the event. While Jolanda Neff, Nino Schurter and others power their way round some breathtaking tracks on their racing bikes, Swiss e-bike pioneer FLYER and its Uproc e-mountainbikes will be a firm fixture in the accompanying programme. The Huttwil-based e-bike specialist will be proudly presenting its fleet of e-mountainbikes at the resort and encouraging visitors to hop on the e-bike saddle.

### **Exciting duels at the FLYER Uproc dual slalom**

While the pros battle it out for the sought-after rainbow jersey, spectators will have the chance to compete on FLYER e-mountainbikes in the FLYER Uproc dual slalom. In each round, two e-bikers will go head to head on an uphill course. Only the eight best riders will make it through to the final. The first-ever dual slalom will be taking place on 9 September, with fun and action guaranteed. The winner will be awarded a FLYER e-bike of their choice worth CHF 4,000.

### **Experience the thrill of cycling on open terrain**

Throughout the championships, FLYER will be unveiling its latest models for sport and terrain and inviting visitors to test ride its FLYER Uproc e-mountainbikes. Petra Schmid, who is in charge of sponsorship and events at FLYER, is confident that “we’ll be able to convince one or two that e-biking can be really addictive”.

### **Built for the Alps**

For more than two decades, the FLYER brand has stood for premium Swiss quality e-bikes. With the FLYER Uproc series, the Swiss are developing e-mountainbikes built for the Alps. More trails, more altitude covered, more flow – FLYER enhances riding enjoyment and freedom in the open country. From the full-suspension Fully with plenty of suspension travel for the toughest trails and steepest climbs and descents through to versatile all-mountain Fullies and the Hardtail for beginners, FLYER offers e-mountainbikes to suit any need.

FLYER is introducing a brand-new Panasonic motor for the new 2019 season. Weighing just 2.9 kg, the new drive is one of the lightest on the market, yet provides record levels of assistance with 90 Nm torque, which is a great advantage on challenging inclines, in particular. The smart integration of the high-capacity 630 Wh battery guarantees outstanding frame rigidity and allows the battery to be easily exchanged on particularly long tours. New colours such as space blue/magma red, opal/lime and tangerine orange/teal blue create a focal point on the trail.



For all sporty bikers also looking to use their e-mountainbike extensively on the road, FLYER is once again offering a selection of fully equipped models. The new FLYER "Heidi" models in feminine colours such as aubergine/berry and glacier blue/berry are aimed at female e-mountain bikers, in particular.



FLYER Uproc7 Fully with new motor from Panasonic



FLYER Uproc3 "Heidi" e-mountainbike with Bosch drive



FLYER Uproc2 fully equipped for the road

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

<https://lenzerheide2018.ch/en>

<https://lenzerheide2018.ch/en/side-events/flyer-uproc-dual-slalom>

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 has also been present on the French market since May 2018. FLYER offers e-bikes for every need: from classic low step-through frames to city bikes and sporty e-mountainbikes. [www.flyer-bikes.com](http://www.flyer-bikes.com)

#### Further information (media):

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