



## FLYER to expand to France

**FLYER/Biketec AG is expanding its presence in Europe and opening up the French market. The Swiss e-bike pioneer's premium pedelecs will be sold through the French specialist trade. To achieve this, FLYER/Biketec AG has appointed the Alsatian Christian Gissler as its Sales Director for France. The focus of this expansion is on the eastern half of France and on the Greater Paris area.**

**Huttwil, 23 May 2018**

FLYER/Biketec AG has already achieved success in the whole German-speaking market, is represented in the Netherlands and Benelux countries, and exports 75 % of the premium e-bikes it produces. The Swiss e-bike pioneer now aims to conquer the French market as well, and is building up a network of specialist FLYER dealers in France. From summer 2018 onwards and with the introduction of the new 2019 model year, FLYER e-bikes will be available from selected French specialist dealers. In the first year, all FLYER e-bikes with a Bosch drive will be available in the range for France.

In addition to the Greater Paris area, the regional focus of the expansion will be on the eastern parts of the country bordering Switzerland, namely the regions of Champagne-Ardenne, Lorraine, Alsace, Burgundy, Franche-Comté, Rhône-Alpes, Provence and Côte d'Azur.

"We see great potential for the FLYER brand in France. We want to make people in and around Paris enthusiastic about our modern Urban and Tour models, in particular. Because the interest in sporty e-mountainbikes is increasing in France, as well as in many other markets, we also see outstanding opportunities for the FLYER Uproc series of e-mountainbikes, in particular. A growing number of French people, especially in the Alpine regions south of Lake Geneva and in the beautiful regions with low mountain ranges, want to ride an e-mountainbike in their leisure time", explains Christian Müller, CSO of Biketec AG.

With the Alsatian Christian Gissler assuming responsibility for sales in France, Biketec AG has been able to recruit someone with inside knowledge of the sector and in-depth insight into the French distribution landscape. He has been working for FLYER since 1 May 2018 to build up the sales network and promote the FLYER brand in France. Mr. Gissler started his career as a specialist bicycle dealer, and over the past two decades has been Sales Manager for various major bicycle brands in France and other markets. His most recent role was as an independent brand representative for the Kelly Bicycles brand on the French market.

Important dates for FLYER/Biketec AG in France this year include appearances at the "Pro-Days" trade exhibition in Paris (22.07. – 24.07.2018) and at the "Roc d'Azur" mountain bike festival in the department of Vars (10.10 – 14.10.2018).

The new FLYER website for the French market is already on-line: <https://www.flyer-bikes.com/fr-fr>

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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