



Press release

FLYER wins 2020 Design & Innovation Award with its sporty crossover e-bike

Huttwil, 22 January 2020: The FLYER Goroc4 e-bike has won the 2020 Design & Innovation Award in the e-mountainbike category. With this award, the bicycle industry recognises products that have proved their worth in practice and offer essential benefits to users. The FLYER Goroc4 impressed the international expert panel with its sporty, yet comfortable geometry, riding experience, and sophisticated features that allow this bike to be used in a versatile manner.

“No matter what terrain your tour, commute, or weekend outing takes you over, the FLYER Goroc4 with full suspension can handle it. The sporty, yet comfortable geometry ensures predictable and controlled handling and makes the bike an ideal all-rounder for any riding situation”, was the positive assessment of the e-bike by the international expert panel. The Panasonic GX Ultimate motor also garnered praise for its “natural riding experience” and “comprehensive features suitable for all situations.”

The tested model was the Goroc4 6.50 HS D1 CH with FLYER Intelligent Technology (FIT).

Sporty genes combined with suitability for everyday use – the new FLYER Crossover segment

Goroc4 is the top model in FLYER's newly launched Crossover segment. This is where the Swiss e-bike pioneers offer sporty bikes that bring together the advantages of mountain bikes and city bikes.

Like all the Goroc models in the new segment, the Goroc4 boasts a sporty geometry and seating position and is fully equipped for the road with premium features consisting of a robust luggage rack, a stable splash guard, a powerful light system, and a practical kickstand. The ultra-responsive full suspension with 140 mm suspension travel on the Goroc4 ensures ideal traction, comfort, and safety even on bumpy paths and at high speeds. The smart partial integration of the high-capacity 630 Wh battery guarantees outstanding frame rigidity and allows the battery to be easily exchanged on particularly long tours. The impressive Panasonic GX Ultimate motor guarantees the necessary power at all times – whether on the road or off-road.

The tested award-winning model is an S-pedelec with pedal assist up to 45 km/h, which makes it ideal for commuters and any other experienced bikers who like riding fast from time to time. It is available from specialist FLYER dealers from EURO 5499,00 (RRP). The Goroc4 is also available as an e-bike with assistance up to 25 km/h (RRP: EURO 4700,00).

In the new Crossover segment, FLYER offers a total of six sporty all-round models, including a fully with a Bosch motor and two attractive hardtails. The Goroc models are available from specialist FLYER dealers from EURO 3799,00 (RRP).



FLYER Goroc4

Download images/video FLYER Goroc4:

<https://media.flyer-bikes.com/share/2C139A0F-84BE-427D-9EC5FA3791E86F8F/>

Direct download video Goroc4:

<https://youtu.be/-12mHYm0oqA>

Download images of all new FLYER products for 2020:

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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

The Swiss company **FLYER AG** develops and manufactures premium FLYER e-bikes, which have been on the market since 1995. The e-bike pioneer offers e-bikes for every need: from classic low step-through frames, to city bikes and sporty e-mountainbikes. At the company's headquarters in the heart of Switzerland, there are about 240 members of staff in a modern facility designed exclusively for electric bicycles. A further 60 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 10,000 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 Benelux. In addition, FLYER is present on the Austrian, French, and Italian markets. The FLYER brand is celebrating its 25th anniversary in 2020.

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