



Press release

25 years of the FLYER e-bike brand – a quarter of a century of innovative mobility from Switzerland

Huttwil, 2 April 2020: In the early 1990s, Philippe Kohlbrenner from the Emmental valley had the idea of motorising his bicycle. The inventor chose the name “Red Buffalo” for Switzerland's first functional electric bicycle. In 1995, the first small series of e-bikes was launched onto the Swiss market with the “FLYER Classic”. In the early 2000s, premium FLYER e-bikes achieved a breakthrough with the C Series, which has since become legendary. FLYER e-bikes from Central Switzerland soon also conquered Germany, the Benelux countries, and Austria; Italy and France followed later. Today, 25 years after the birth of the FLYER brand, the e-bike is popular with young and old. In its anniversary year, FLYER will be looking back at the company's varied history, looking confidently to the future, and celebrating its birthday with customers and partners – due to the actual corona crisis a little quieter than planned.

In the footsteps of the pioneers

Under the motto “In the footsteps of the pioneers”, the main focus of the anniversary year is on the people who helped shape the past and continue to shape the future of the brand. FLYER will be telling unique stories in the anniversary year: from the start-up entrepreneurs surrounding inventor Philippe Kohlbrenner, to the vision of Kurt Schär, who was the company's Managing Director for many years, and his associates, all the way to the current management team of FLYER AG.

The exciting stories are also part of the guided tours of the factory, which have been newly designed for the anniversary year and allow FLYER customers to get to know the company and the brand in an interactive manner.

The stories relating to the anniversary have started with an interview with FLYER CEO Andreas Kessler about the evolution of the FLYER brand. You can find the interview here: <https://www.flyer-bikes.com/en/25-years-of-flyer-evolution-of-a-unique-swiss-brand>.

New FLYER website

Just in time for the anniversary celebrations, FLYER has launched a completely new website with a fresh look and added value for dealers and end customers.

Significant improvements include faster access to more clearly laid out information about the FLYER range and a simplified way of arranging a test ride with a FLYER dealer directly via the website.

Link to the new website: www.flyer-bikes.com



Anniversary bike and contest

There will be an attractive anniversary contest for FLYER end consumers from early summer onwards.

FLYER customers can look forward to a special 25th birthday highlight. Even though Head Developer Philipp Suter does not yet want to reveal any details, he tells us that "for the brand's birthday, we have developed an exclusive and limited-edition FLYER anniversary bike that we will be presenting in early summer".

Swiss e-bike pioneer – always reflecting the spirit of the time

What started as the private project of a resourceful inventor has become a veritable success story over the years. Based on the cornerstones of outstanding Swiss quality, innovation, a love of detail, and timeless, sophisticated design, FLYER has set itself the task of making e-bikes socially acceptable. The main focus has always been on customer requirements.

Today, the e-bike is the growth driver of the whole bicycle sector with consistently increasing sales figures in all the main international markets. FLYER numbers among the top e-bike brands and, in 2020, will continue to assemble its premium e-bikes at its headquarters in Central Switzerland. From classic bikes with low-step-through frames, to city bikes, and to sporty e-mountainbikes, customers will find their dream bike in the Swiss e-bike manufacturer's current range. The modernisation and expansion of the company's headquarters in Huttwil (Switzerland) in 2018 have placed the company in an ideal position for further growth. While just a few hundred FLYER e-bikes were sold in the initial years, today up to 6000 FLYER e-bikes leave the workshop in Huttwil each month. Today's CEO Andreas Kessler looks back with appreciation and forwards with confidence: "At FLYER, people have always believed that the e-bike would be successful. We are proud that our company has played its part in writing the history of the e-bike in Europe. The company has always had competent and highly motivated employees who actively advanced the development of our products – even when times were hard." Differentiating itself through its FIT technology platform and innovations, such as the recently launched sporty crossover e-bikes, FLYER remains a trailblazer in the sector. Today, the most popular e-bikes with customers are the FLYER Upstreet5, which can be used in a versatile manner, the sporty e-mountainbikes of the FLYER Uproc series, and the new FLYER Goroc models, which combine sporty mountain bike genes with suitability for everyday use.

You will find constantly updated information about all the activities and offers in the anniversary year on the FLYER website (<https://www.flyer-bikes.com/en/25-years-of-flyer>) and in the FLYER newsletter (subscribe at: <https://www.flyer-bikes.com/en/newsletter>).



Download images about the anniversary:

<https://media.flyer-bikes.com/share/7F3680DC-C1DD-4B33-BDC860403914AB7E/>

Download images (clipping paths and atmospheric images) of all current FLYER models for 2020:

Website: <https://media.flyer-bikes.com/login/>

Username: presse@flyer.ch

Password: Presse_Media

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 230 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 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.

www.flyer-bikes.com

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