



Media release

FLYER Upstreet5 Anniversary Edition – stylish special edition model to mark the 25th anniversary of the FLYER brand

Huttwil, 15 June 2020: The Swiss e-bike pioneer FLYER has launched a sophisticated special limited edition model to mark its 25th birthday. The Upstreet5 Anniversary Edition is eye-catching with its timeless design and sophisticated features. The individually numbered anniversary plaques make this gem from the Swiss e-bike development centre an exclusive highlight.

For 25 years, the FLYER brand has stood for premium Swiss quality e-bikes. As a pioneer, FLYER has had a considerable impact on the success of e-bikes and is one of the top brands on the market today. The Swiss company is celebrating the brand's birthday with an exclusive anniversary model that will appeal not only to lovers of e-bikes. Its sophisticated appearance with special retro-look paint and state-of-the-art technology, such as electronic hub gears, a premium colour display, and the powerful Panasonic GX Ultimate motor, are just some of the highlights of the Anniversary Edition. The balanced geometry and high-capacity battery for long ranges guarantee endless riding enjoyment.

“With this special edition model to mark our 25th birthday, we are paying homage to our brand's philosophy of using premium components all the way to the smallest detail. We have emphasised the specifically designed look of the frame with a special, polished surface finish and carefully selected components. Whether drive, gears, or other components, we have only integrated the very best into our anniversary bike”, explains Philipp Suter, Head of Product Development at FLYER.

It is not just the design and features that are exclusive, but also the fact that the special edition model has been limited to 1000 bikes. All Anniversary Edition bikes will receive a numbered anniversary plaque. If you act quickly, you can select your favourite number.

The FLYER Upstreet5 Anniversary Edition is available from specialist FLYER dealers with immediate effect (low step-through frame or men's frame, RRP EURO 7499.00).





In the footsteps of the pioneers

Under the motto “In the footsteps of the pioneers”, the main focus of FLYER in its anniversary year is not only on the e-bikes, but also on the people who helped shape the past and continue to shape the future of the brand. FLYER is using its anniversary year to tell unique stories: from the start-up entrepreneurs surrounding inventor Philippe Kohlbrenner, to the vision of Kurt Schär, who was the Managing Director for many years, and his associates, all the way to the current management team.

You will find the anniversary stories here: <https://www.flyer-bikes.com/en/25-years-of-flyer>.

Constantly updated information about all the activities and offers in the anniversary year is available on the new 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 of the FLYER Upstreet Anniversary Edition:

<https://media.flyer-bikes.com/share/12BEC679-0DD1-474C-A571743F4CA82359/>

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. 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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