



Press Release

New FLYER products for the 2021 season: dream bikes – retro, sporty and urban – for every e-cyclist

Huttwil, 04.08.2020: the highlights of FLYER's 2021 season include an e-MTB for tough enduro conditions, a speedy S-pedelec, a family bike and children's trailer, and an e-bike designed with tall and/or heavy riders in mind. What's more, the brand's 25th anniversary is being marked with a retro-styled limited edition model. A quarter of a century after the launch of the first FLYER, the Swiss e-bike pioneer is presenting a cavalcade of new products.

Dynamic, stylish two-wheeling: the high-speed FLYER Upstreet6

The new Upstreet6 finds FLYER launching a stylish urban e-bike that'll have riders gliding stress-free through the rush hour chaos. The high-performance hub motor delivers up to 825 watts of power for a spirited ride. The Upstreet6 also boasts a dynamic appearance with clean lines and beautifully detailed solutions, such as the FIT D1 display that's perfectly integrated into the stem. The fully integrated 810 Wh FLYER FIB battery provides a usefully long range – ideal for those longer commutes.

The FLYER Upstreet6 (Gents-style frame in Black Gloss) is available from FLYER dealerships in autumn 2020. RRP: EURO 4'999.00.



FLYER Upstreet6

Speed and performance in extreme terrain: the e-enduro FLYER Uproc6

Downhill-oriented and powerful, the new Uproc6 is the perfect fun machine. It boasts a highly engineered full carbon frame bristling with technical refinements. The four-link suspension design featuring 160 mm of travel, generously dimensioned bearings and specifically adapted shocks combines sensitive response characteristics with optimum support and the reserves of a downhill bike. The combination of a 29-inch front and 27.5-inch rear wheel with progressive frame geometry ensures a thrilling ride on challenging trails. Offering up to 340% of pedal assist, 85 Nm of torque and high-end sensor technology, the Bosch Performance Line CX motor delivers ultra dynamic assistance for exceptional uphill flow experiences – and even more exciting downhills.



With a model range encompassing three feature sets and three colours, the FLYER Uproc6 is launched at selected dealerships in September 2020 (RRP from EURO 6'999.00).



FLYER Uproc6

Everything for the family: the FLYER Gotour3

The key selling point of this family two-wheeler is the wide range of transport options, covering everything from the weekly shop to picnic trips with kids and paraphernalia in tow. The Gotour3 features particularly strong components, as a result of which it boasts an above-average permitted total weight of 180kg. The robust front luggage rack, an integral part of the frame, is capable of carrying a 10 kg load. The integrated rear luggage rack will take a child seat and can carry 27 kg. The Gotour3's ability to adapt to the rider and its compatibility with the new FLYER children's trailer make it the perfect family transport solution.

The FLYER Gotour3 (Comfort-style frame) will be available in spring 2021 (RRP EURO 4'499.00).



FLYER Gotour3



FLYER children's trailer



Comfort with perfect ergonomics for tall and/or heavy riders: the FLYER Upstreet3

The FLYER Upstreet3 features particularly strong components and is approved for a total weight of up to 180 kg. Extra tall e-cyclists up to 2.15 m in height will find this the ideal e-bike for a wide range of everyday and leisure activities thanks to the additional XXL and XXXL frame sizes.

Available in two frame styles (Gents and Comfort) in autumn 2020 (RRP from EURO 4'499.00).



FLYER Upstreet3 Gents



FLYER Upstreet3 Comfort

Exclusive two-wheeled gem to mark the brand's 25th anniversary

The FLYER Upstreet5 Anniversary Edition is a real head-turner! Just some of its highlights: special upmarket retro finish combined with state-of-the-art technology, such as Rohloff electronic hub gears, a premium colour display and the powerful Panasonic GX Ultimate motor.

The FLYER Upstreet5 Anniversary Edition is available from FLYER dealerships with immediate effect (Comfort or Gents frame, EURO 7'499.00).





Download images of new FLYER products for model year 2021:

<https://media.flyer-bikes.com/share/4E05880A-01BC-4EF8-8D01A4B7471F000B/>

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.

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