

Press release

Challenging trails and the steepest downhills become a playground – Flyer e-MTB Uproc6 receives the 2021 Design & Innovation Award

Huttwil, 01/19/2021: The Flyer Uproc6 e-mountainbike has won the 2021 Design & Innovation Award in the e-mountainbike category. This bike industry award is a seal of quality, and a benchmark for the most outstanding products in the bike world. The international expert jury were impressed with the Flyer Uproc6's sporting geometry and the design of its frame, as well as its superb feature set. The jury enthused about its "impressive package" of performance. The experts were particularly won over by the bike's handling on extreme trails and its exceptional performance at high speeds and on steep descents.

"At high speeds, the new Uproc6 9.50 really comes into its own, with a smooth ride and a solid chassis; challenging trails and the steepest downhills become a playground," reported the international expert jury. The jury also praised "the modern geometry" and "high-quality feature set" that lends the Uproc6 "a fantastic level of safety" and "could not be a better choice for descents".

The model tested was the Flyer Uproc6 9.50.

Uphill rocket. Downhill rocker.

The Uproc6 was designed for fun and downhill performance. The enduro bike has an elaborately constructed full carbon frame, potent 160 mm chassis and numerous sophisticated technical features. The combination of the 29-inch front wheel and 27.5-inch rear wheel with the progressive frame geometry guarantees a first-class riding performance on challenging trails.

Together with renowned test institutes, Flyer engineers invested a great deal of time into optimizing frame rigidity and detailed solutions, such as the sophisticated construction of the carbon rocker link. 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 in challenging terrain. The progressive geometry with its slack head tube angle (64.5°), long reach (470 mm / size L) and short chainstays (445 mm) contributes to the confident and dynamic handling. The Uproc6 uses the mixed wheel concept that brings together the advantages of different wheel sizes: the best roll-over resistance and optimal grip thanks to the larger 29-inch front wheel, combined with the high level of agility of the more compact 27.5-inch rear wheel.

The steep seat tube angle guarantees a central seating position and the best climbing capabilities. With up to 340% assistance, 85 Nm torque and its high-end sensor technology, the Bosch Performance Line CX motor provides extremely dynamic assistance for an exceptional riding experience on challenging trails. To ensure particularly secure attachment, the fully integrated 625 Wh PowerTube battery is screwed into the frame with a bolt. This intelligent integration guarantees a solid, vibration-free fit of the battery, which can be replaced in just a few easy moves using the appropriate 6 mm Allen wrench (contained in the axle of the rear wheel).

Premium components consistently designed for hard enduro riding, such as the generously dimensioned Fox 38 or RockShox ZEB suspension fork with 170 mm of travel, hybrid wheel sets by DT Swiss and Maxxis tires with their robust DoubleDown carcass, guarantee the highest level of control and the best riding performance.



The Flyer Uproc6 is available in three feature sets and colors from selected retailers (RRP from EUR 7,099.00).



Uproc6 9.50, Black / Brown Gold Satin



Uproc6 8.70, Pulse Red / Mars Red Satin



Uproc6 6.50, Lichen Green / Black Satin

Download product images, action shots, and videos of the Flyer Uproc6:

<https://media.flyer-bikes.com/share/04610DDD-E4F2-47CD-A6C262854F01C99B/>

Download images (cropped and atmospheric) of all Flyer models and the company in general:

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

Username: presse@flyer.ch

Password: Presse_Media

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 the field. 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 establish an active role as a neutral platform, a hotbed for trends, and a think tank.

design-innovation-award.com

With pioneering spirit, Swiss precision, and highest quality in mind, FLYER was founded in the early 1990s. Building on nearly 3 decades of hands-on experience, FLYER today has around 300 employees and manufactures up to 400 premium Swiss e-bikes every day at the modern factory in Huttwil, Switzerland. FLYER e-bikes comfortably cover all terrains and all seasons, whether moving around town, going out on a tour, or riding through the mountains. The company has made an impact developing valuable innovations for the e-bike sector, and FLYER is now market leader for e-bikes in Switzerland. FLYER has subsidiaries in Germany, Austria and the Netherlands, and sales teams in France and Italy.

www.flyer-bikes.com

Further information (media):

FLYER AG Anja Knaus T: +41 62 959 5575 Mobile: +41 79 199 93 29 a.knaus@flyer.ch