

Media release

FLYER presents the first new products of the year – a crossover e-bike and an EMTB hardtail with plenty of power and stability to meet the highest demands

Huttwil, 7/1/2021: The Swiss e-bike pioneer is launching a crossover e-bike and an EMTB hardtail on the basis of an all-new, distinctively designed and extremely sturdy frame. The new FLYER Goroc2 and Uproc2 are equipped with the latest FIT 2.0 technology package that boasts a new drive, new battery design, new displays and a mobile app.

FLYER Goroc2 – robust all-rounder for urban traffic and on rugged terrain

Maximum riding stability and a muscular look are characteristic of the new Goroc2. The robust construction of the frame ensures true SUV qualities and safety on any terrain. The high-quality, fully-equipped package consisting of a fender, rack, headlight and bicycle stand makes the Goroc2 a powerful all-rounder.

Well thought-out details such as the internally routed cables and the speed sensor integrated into the frame make for a tidy appearance. The sporty yet comfortable seating position and the 120 mm suspension forks ensure comfort and safety on any terrain. 29-inch wheel sets with 2.6-inch tires guarantee the best rolling resistances and great traction. Riders can choose between the two frame shapes: Gents and Comfort. The lower step-through frame of the Comfort model makes it easier to get onto and therefore ideal for anyone who likes traveling with luggage. Commuters will love the stability of the high-speed version of the Goroc2 on longer journeys to and from work on tarmac or gravel.

“The Goroc2 is ideal for anyone looking for maximum power combined with comfort. Riding stability and battery handling were particularly important for us when it came to developing the new frame, which we also use on the Uproc2 hardtail,” says Head Developer Philipp Suter.

The FLYER Goroc2 will be available from selected specialist dealers in three attractive colors, two frame shapes (Comfort and Gents), and two equipment options from summer 2021 (RRP from EURO 4,999.00).



FLYER Goroc2 Gents Cast Silver/Black Gloss



FLYER Goroc2 Gents Mercury Red/Black Gloss



FLYER Goroc2 Comfort Coast Blue/Black Gloss

FLYER Uproc2 – the perfect companion on steep paths and extended discovery tours

The Uproc2 is the structurally identical “brother” to the Goroc2 in the Mountain segment. The high torsion resistance of the oversize aluminum frame with its 1.8 inch head tube ensures a comfortable and stable ride on long and demanding tours. The powerful new Panasonic GX Ultimate Pro FIT Motor produces 95 Nm torque and makes the Uproc2 the ideal bike for steep inclines and long distances in combination with the large 750 Wh battery.

The FLYER Uproc2 will be available from selected specialist dealers in two frame shapes (Comfort and Gents) and in two different versions and colors from summer 2021 (RRP from CHF 4,699.00).



FLYER Uproc2 Cast Silver/Black Gloss



FLYER Uproc2 Comfort Coast Blue/Black Gloss

New FIT 2.0 technology – intelligent system integration and adaptation to individual riding requirements

FIT 2.0 system integration enables intuitive operation and smart functions. Connectivity to the digital world is guaranteed with the new FIT app. In addition to connectivity, new functions bring practical advantages when riding. “Long-Life Mode” maximizes the battery lifetime and can be easily adjusted in the app. Another new feature is the Boost function. This allows the motor to be briefly switched to turbo mode at any assistance level, a great help at a crossroads, for example. The replaceable display can be upgraded to a larger display at any time.



Download images of the FLYER Goroc2 and Uproc2:

<https://media.flyer-bikes.com/share/A60EF9E1-1AE2-4141-8D39A76C3BE2C5C4/>

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

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

User name: presse@flyer.ch

Password: Presse_Media

FLYER was founded in the early 1990s with a pioneering spirit, Swiss precision and the highest quality standards. In Huttwil in the heart of Switzerland, around 300 employees draw on the experience and expertise of three decades of manufacturing up to 400 premium e-bikes a day. Whether in the city, on an extended tour in the countryside or up in the mountains: FLYER offers the right e-bike for every terrain and every season. The company has shaped the development of e-bikes with its groundbreaking innovations and is now the Swiss market leader. FLYER has subsidiaries in Germany, Austria and the Netherlands and has its own 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