

Press release

## **Concentrated power, outstanding climbing properties and massive energy reserves – the FLYER Uproc X e-MTB wins the 2022 Design & Innovation Award**

Huttwil, 01/19/2022: FLYER has won the renowned Design & Innovation Award 2022 with the FLYER Uproc X mountain e-bike. This bike industry award is a seal of quality and benchmark for outstanding products. FLYER has won an award in the mountain e-bike category for the second time in a row with its new top model. The Uproc X was developed by the e-bike pioneers from Switzerland to push the limits in mountains and on trails. The professional jury praised the outstanding climbing properties, the innovative frame, the powerful Panasonic motor and the intelligent FIT e-bike technology.



“With the Uproc X, FLYER has found a new formula for the modern climbing machine: Thanks to its sophisticated geometry, the Uproc X positions riders perfectly on a mountain e-bike for steep inclines. The powerful Panasonic GX Ultimate motor delivers abundant power to transport the FLYER relentlessly up any mountain, while still being able to develop its 95 Nm torque tactfully in the smart automatic mode. FLYER combines the innovative motor system with the FIT 2.0 control system, which shines with high connectivity and digital features,” was the jury’s verdict.

What’s more, the Uproc X impressed the experts with its innovative carbon frame, whose sophisticated fastener ensures that the large 750 Wh battery sits firmly and is still easy to remove. The jury sees further advantages in the integrated Monkey Link interfaces for the easy installation of headlights and the successful integration of the Panasonic motor. The model that was tested was the FLYER Uproc X 9.50.



“We are delighted about the award for the Uproc X. We developed a new carbon frame and balanced the geometry down to the finest detail for this powerful bike. It was important to us that the bike is fun on every trail. The Design & Innovation Award jury has now impressively confirmed that our project team has come up with a perfect trail bike,” says FLYER Product Manager Philipp Suter.

### **Premium EMTB with innovative details**

The four-link suspension design with 150 mm travel, carbon rocker link, large industrial bearings and specifically tuned rear shocks ensure control, safety and, at the same time, ample freedom of movement in the terrain for this performance e-MTB. Thanks to the Panasonic GX Ultimate Pro Fit drive with 95 Nm torque and a peak performance of 600 watts, the Uproc X has plenty of thrust for the steepest inclines. The 750 Wh battery offers plenty of energy for long tours. The battery is fastened in place with a bolt to guarantee a vibration-free fit of the fully integrated battery and this also makes it possible to replace it in a few simple steps. The top models boast a fully integrated stem/handlebar unit. All of the models have a MonkeyLink interface, to which a headlight can be connected in next to no time. The mixed wheel concept with a 29-inch front wheel and a 27.5-inch rear wheel enables outstanding roll-over resistance, great grip and maximum agility.

### **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 such as the individual adjustment of riding modes or GPS navigation. Another new feature is the boost function. This allows the motor to be briefly switched to turbo mode at any assistance level, which is helpful when conquering steep inclines, for example. The easy-to-replace display can be upgraded at any time to a larger display.

The FLYER Uproc X will be available in four equipment options and two colors from selected specialist dealers from summer 2022 (RRP from EUR 5.449,-).

### **Download product images, action shots, and videos of the FLYER Uproc X:**

[https://media.flyer-bikes.com/web/1d5f6a7d2d8575b4/di-a--2022---uprocx\\_9-50/](https://media.flyer-bikes.com/web/1d5f6a7d2d8575b4/di-a--2022---uprocx_9-50/)

### **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](mailto: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 also establish an active role as a neutral platform, a hotbed for trends, and a think tank.

[design-innovation-award.com](http://design-innovation-award.com)

**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](http://www.flyer-bikes.com)

**Further information (media):**

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