



FLYER

Press release

Switzerland's Biketec names Andreas Kessler new CEO

Huttwil, Switzerland, 15 April 2016 – Swiss e-bike manufacturer Biketec has appointed a new CEO with effect from 18 April 2016. Andreas Kessler is taking over from Simon Lehmann, who leaves the company at his own request.

The Biketec Board of Directors has expressed regret at Simon Lehmann's decision. Board chairman Franz Studer said: "We thank him for his commitment to the company and for the innovative ideas he has brought to Biketec.

"As his successor, the board has named Andreas Kessler interim CEO with immediate effect. Andreas Kessler has many years of management experience in the sports and consumer goods sector. We are convinced that he is the ideal person to assume this role until a definitive appointment is made."

On 1 March 2016 Urs Eberhard was appointed CFO of Biketec, in succession to Urs Hänggi.

Biketec of Switzerland was founded in 2001 when it acquired the FLYER activities of the BKTech company. Rapid growth necessitated a change in location from Kirchberg to Huttwil, where the first and most modern factory in Europe designed exclusively for electric bikes was established in 2009. Within two years two extensions were added; ten assembly lines enabled an increase in capacity to 400 FLYERs per day. The factory – built in accordance with Minergie-P®-Standard and the brand's own sustainability concept – has since become an attraction in itself. It attracts some 20,000 visitors annually. The number of employees has increased nearly 10-fold to approximately 200. FLYER is the market leader in Switzerland. Exports account for well over 75% of production, and the main export markets are Germany, the Netherlands and Austria. www.flyer-bikes.com

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