Swytch Launch Pocket Size Battery That Converts Any Bike Electric

Thursday 14 July, 2022

Frankfurt, Germany [Eurobike 2022]: This week, the world's best-known and most innovative cycling brands are exhibiting at Eurobike, the world's largest bicycle show. One brand in particular, is set to disrupt the entire industry, with its latest product. The Swytch AIR can convert almost any bicycle into a state of the art electric bike, with its market disrupting **pocket sized** electric bike battery.

Swytch is already a leader in the eBike market, having sold over 40,000 conversion kits to customers all over the world since 2017. In 2020 alone, Swytch sold over 9,000 conversion kits in the UK taking over 5% of the entire UK eBike market by volume*.

The new Swytch AIR conversion kit features a world-first pocket-sized electric bike battery, weighing just 700g and providing 250W of power, to reach a top speed of 15mph. It fits to the handlebars of any bicycle, and powers a front motor wheel (built by Swytch in any wheel size, to match any bike) which simply replaces your existing wheel. When fitted to your bike at home, the result is a state-of-the-art electric bike that is lighter and much more affordable than almost anything else on the market.

CEO, Oliver Montague says: "*There are many problems with electric bikes right now, they are generally far too expensive for the average consumer, they are too heavy, with very limited options in terms of style, design and availability.*

But, more importantly, every time someone buys a brand new electric bike, it creates more than 200kg of CO2 that could have otherwise been saved if they converted their existing bike into an eBike. Given there are already more than 1 billion bicycles in the world, and many people already have a bike they enjoy riding, we want to encourage everyone to consider the conversion option instead. We believe our new product, the Swytch AIR, and it's more powerful version, the Swytch MAX, is going to be the catalyst for a significant shift in consumer-behaviour towards converting existing bicycles into electric bikes, instead of purchasing brand-new electric bikes. This approach is better for the customer, and better for the planet!"

CTO, Dmitro Khroma states that: "*Our mission is to help people travel more sustainably, by up-cycling their existing bikes, into eBikes. The new Swytch AIR and MAX are going to totally disrupt the eBike industry because they are is so much lighter, smaller and more affordable than anything else out there,*

When you upgrade your existing bike into a Swytch bike, you get to keep the bike you love, and turn it into a high-performance electric bike that is more advanced and significantly lighter than many of the latest electric bikes that can cost 4-5x as much to buy. Simply put - if you have a bike, and you want an electric bike…Swytch!"

Swytch has received unprecedented interest for the new Swytch AIR and MAX products and has already received pre-orders for more than 10,000 units from its first batch of production after inviting existing customers, and early waitlist subscribers, to early access pre-order . The company is now increasing their production capacity and expects to be able to accept more pre-orders, from its second batch of production and official launch, in September this year.

Visitors attending Eurobike are invited to learn more about the Swytch AIR and MAX , sign up for exclusive discounts, and test ride them at stand A25, hall 8. Press are invited to attend a press conference about the new Swytch's AIR and MAX at stand on Friday 15th July at 11am (as advertised in the Eurobike press conference schedule).

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Visit us at Eurobike: Stand A25, Hall 8

*(based on 170,000 total eBike sales in the UK in 2020, source: Mintel)

Editor's Notes

Website Links

Home page: www.swytchbike.com

Coming soon page (pre-launch info): www.swytchbike.com/comingsoon

Press Pack (Google Drive)
https://drive.google.com/drive/folders/18pPjE8XRSUtS_Ni9AL6T2oEXDom5HkHa?usp=sharing

Press Conference Pack:

How the Swytch Kit Works

The Swytch Kit is pedal assist, meaning that it provides power as you pedal. The pedal sensor detects when you are pedalling, and the motor controller (contained inside the handlebar connector) draws power from the pocket-sized Swytch AIR and MAX batteries and powers a 250W hub motor contained inside a front motor wheel.

How to fit the Swytch Kit

Firstly, simply swap in the front motor wheel (included in the Swytch Kit and built to your specified wheel size to fit your bike). Next, attach the pedal sensor and the battery connector and then clip on your Power Pack, and that is it - your bike has been “Swytched” electric and will now give you 250W power an average of 15km.

Swytch Company Fact Sheet

Swytch’s Story

Swytch was founded by Engineers Oliver Montague and Dmitro Khroma in 2017 in response to an obvious gap in the market for a sustainable city transport solution. Oliver now plays a pivotal role as head of the company as CEO and Dmitro leads a world class London-based engineering team as CTO. Swytch believes that transport shouldn't cost the Earth - so they’ve made it their mission to make electric transport accessible to everybody. Since launching the first version of the Swytch Kit in 2017, Swytch has helped over 40,000 customers convert their bike into an eBike.

Swytch has grown at break-neck pace in the last 3 years, growing sales volumes at a rate of almost 300% per year, and increasing the team from just 6 employees in 2019, to 50 and counting in 2022. With its unique hybrid working approach and emphasis on employee ownership, it’s fast becoming one of the most popular tech startups to join and has recently won the Best Place to Work award.

In 2020 Swytch sold over 9,000 Swytch Kits to the UK market, arguably making it the best selling eBike product in the country - based on available data for total eBike sales volumes that year (17,000 - source Mintel) Swytch is over 5% of the entire UK eBike market by volume, and the company estimates this

figure will have risen to over 8% once official eBike market volume statistics are released for 2021.

Swytch's head-quarters are in London, UK, and they have distribution centres in Europe, the USA, Canada and Australia, and have opened in March 2022 their first office in New York to service the rapidly growing U.S. customer base.

Swytch Kits have been delivered to customers in over 50 countries and their customers have ridden a total of over 1.5 million miles on their Swytch Bikes, saving over 17,000 Tonnes of CO2e as a result of the embodied carbon emissions savings associated with "up-cycling" an existing bicycle, plus the emissions saved by cycling more instead of driving.

Funding Round Fact Sheet

Swytch Technology recently closed a £4M investment round, with funding coming primarily from Green Tech / Sustainability Focused Investors.

Swytch previously raised £800k of Seed funding from Angel Investors in 2018, and used the funds to launch a hugely popular improvement to the original kit in 2019. These original Angel Investors included the Green Angel Syndicate, Startup Funding Club, Angels Den and the London Co-Investment Fund, who have recently re-invested as part of the latest funding round - in fact over 60% of the funds raised came from this existing investor base.

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