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Biketec to become Panasonic Cycle Technology's official partner for service business in the European e-bike market

Huttwil, October 22nd, 2021: With the taking care of the service business for Panasonic e-bike systems, Biketec creates a contact point for the European e-bike trade, effective since September. The latter benefits twice: As a spin-off of the neighboring sister company FLYER AG, Biketec GmbH not only resorts to many years of service experience, but also to a local warehouse for fast shipping. Registration in Biketec's e-shop enables uncomplicated ordering of goods and access to service tools.

After only one year as an independent, operationally active young company, Biketec GmbH records another milestone in its business development. By taking care of services on Panasonic e-bike components such as motors, batteries and displays, the two companies strengthen their partnership and thus form a direct contact point for most e-bike brands throughout Europe with immediate effect.

Biketec's sister company and e-bike pioneer FLYER looks back on over 18 years of service experience with Panasonic e-bike systems and therefore already has a comprehensively equipped warehouse. Biketec has completely taken over both the customer service and the spare parts warehouse from FLYER and thus not only brings years of expertise in the field, but also guarantees the fast shipment of the relevant components for Switzerland and Liechtenstein. Smooth and efficient handling in the rest of the EU is provided by the subsidiary Biketec Europe GmbH with its on-site warehouse in Elsenfeld, Germany.

With this committed partnership, Biketec and Panasonic Cycle Technology are raising the service concept to a new level: thanks to a continuous exchange of experience and solutions, it is possible to offer European customers even more comprehensive and faster advice and warranty processing. With this step, both companies, which have always stood for quality, underline their claim to offer the optimal product with the optimal service.

What does that mean exactly for the trade partners?

Since the cooperation has already been implemented, bicycle dealers who have already sold e-bikes with Panasonic drive systems in the past can contact Biketec with immediate effect. To order goods, a one-time registration via the e-shop (<https://fit-ebike.com/>) is necessary. With the same login, dealers can also access the service portal (<https://service.fit-ebike.ch/>), where warranty cases can be processed or consultations can be carried out.



About Biketec GmbH

Biketec GmbH develops and distributes innovative technologies for e-bikes. With "FIT E-Bike System Integration" Biketec GmbH combines electrical components from different, well-known manufacturers to a "best-in-class" system and offers intelligent and flexible solutions for e-bike manufacturers, retailers and consumers.

The highly qualified employees have many years of experience in software development and system integration of e-bike components and stand for Swiss precision. Biketec GmbH offers a comprehensive all-round service to e-bike dealers.

Technically mature tools and products guarantee high reliability. The continuous training of the service staff in the specialized trade is of great importance.

The benefits for e-bike riders lie in the unique riding experience that FIT technology creates for e-bike users. With new design ideas, configurations and additional functions, the FIT developers make e-bike riding more comfortable and safer.

Biketec GmbH is a spin-off of Swiss e-bike pioneer FLYER AG, headquartered in Huttwil, Switzerland. The subsidiary Biketec Europe GmbH, based in Elsenfeld, Germany, is responsible for all business activities in the EU.

<https://www.fit-ebike.com>

About Panasonic Cycle Technology

Long time before electrically assisted cycling became a mass phenomenon and subsequently a growth market, Panasonic in Japan brought the first e-bike to market in 1979. The bicycle has always enjoyed a special status at the global corporation.

Even today, Panasonic Cycle Technology is making its mark on the e-bike market not only with battery technology, but above all with the powerful motors of the GX series.

Under the umbrella of the European location of Panasonic Industry Europe GmbH at Ottenbrunn, Germany, with a total of 600 employees, Panasonic Cycle Technology now opened a new sales center to focus on even greater customer proximity and short distances to the European market.

<https://industry.panasonic.eu/products/devices/e-bike-systems>

Further information (media):

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