

New hand-held "Swytch Kit" turns ANY bicycle into an electric bike

Submitted by: Swytch Technology

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Swytch Technology, a London-based Tech Startup, will be unveiling its new "hand-held" eBike conversion kit, the "Swytch Kit" at the Eurobike 2019 International Cycling trade show next week.

The Swytch Kit can transform any bicycle into a state-of-the-art electric bike with up to 40 miles electric range. It is easy to fit, and instantly removable, allowing customers to keep their existing bike, and "Swytch" instantly between regular bike, and eBike.

Statement from Swytch Technology CEO Oliver Montague:

"Our mission is to make top-quality electric bike technology affordable for everyone. We went to great lengths to design the product to be affordable, easy to fit, and universally compatible.

We estimate 99% of the 1 Billion bicycles in the world could be converted with Swytch. Doing so, instead of building brand new eBikes, could save thousands of tonnes of Carbon Emissions, as well as saving our customers a lot of money!"

Full press release pack here: https://drive.google.com/open?id=1sr1sKaGryeQ44Is_STSRbr9vFMTThjVh

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In 2017 the company raised over \$500,000 on Indiegogo from over 1,000 customers to develop and manufacture the original Swytch Kit, which is currently available to order on the Swytch Bike website: www.swytchbike.com

Now the team is back with a new kit that is 50% lighter (3kg power pack down to 1.5kg) and 70% smaller (shrunk from car-battery size, to palm-sized) than the original.

The new product launch is planned for late September 2019 on product crowd-funding site Indiegogo.

In the meantime, interested customers can sign up for product launch notifications and a 50% discount on RRP by registering on the Swytch Indiegogo "Coming-Soon" page, which includes some sneak preview images and video ahead of the full launch:

https://www.indiegogo.com/projects/swytch-your-bike-electric--2/coming_soon

A total of 10 "Technical Review" kits have been made available for Press outlets to do full write-ups and technical reviews ahead of the launch. As at 29 August 2019 3 are still available on a first-come first-serve basis. Contact us to request one for a full write-up soon