



November 6, 2019

# Swytch Kit Hits \$1million In Sales!

It's official - the Swytch Kit is the \$1M funded world's smallest and lightest eBike Kit!!

The Swytch Kit has achieved over \$1million in sales just 30 days which reflects the growing demand for electric transport alternatives.

Swytch Technology's vision is to make transport more sustainable and accessible to everyone.

Converting existing bikes to eBikes using a kit is significantly more environmentally friendly than building complete new eBikes; we estimate the carbon footprint of building a brand new eBike is 300kg CO<sub>2</sub>e compared to just 40kg CO<sub>2</sub>e required to make one of their add-on electric bike kits.

The Swytch Kit will be available in stores from April 2020 with retail prices starting at £650 / \$799.

Oliver Montague, CEO of Swytch Technology said; "It has been a really exciting launch month, we are passionate about developing sustainable transport solutions that are fun to use. What is really interesting is that eBike technology is appealing to people of all ages and cycling abilities. We have seen older people purchasing the kit to help them reconnect with a sport they no longer thought they could enjoy, as well as being extremely popular with commuters and your average bike fanatics. Electric Bike technology like ours is really disrupting the electric transport industry, people are loving the freedom of choice they have in what transport methods they want to use."