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Swytch launches its own ebike for less than £1,000 alongside new Max+ conversion kits

Swytch has announced the release of its own electric bike, priced at £999, two new Max conversion kits designed to take you further, and a new rear hub motor.

The ebike conversion kit brand has big plans for 2025, following the success of the original Swytch kit, the lightweight Air system, the Max and the value-packed Swytch Go.

The new Max+ and Max++ kits are designed to bring the convenience of the bar-mounted Air and Max designs in line with the frame-mounting Go kit, while adding a bright ring light to the casing for 180-degree visibility on the road.

Max+ and Max++ kits



The new range-topping Max++ ebike conversion kit uses a case design that fits more cells than ever. The battery capacity is upped to 370Wh, putting it on a par with lightweight ebike systems such as Mahle's X20, found on electric road bikes including BMC's Roadmachine AMP.

The Max+ has a 280Wh battery with a claimed range of 20 to 40 miles, a step up from the basic Air and Go systems (90Wh & 180Wh respectively).



The Max+ battery pack is compatible with Swytch's existing quick-connect bar-mounting system, making it easy for existing Air or Max owners to upgrade.

The two new Max options are available for order now, with delivery commencing in January. Swytch tells us it has already received 2,000 orders from existing customers.

New rear hub motor



Swytch is also now offering Swytch kits with a rear-hub motor. The new rear hub can be supplied with either a standard or thru-axle and is compatible with both rim-brake and disc-brake bikes. The rear motor also includes an integrated pedal sensor.

Swytch Go Bike



In what could be considered a strange move for a brand built around converting existing bikes to electric assistance, Swytch is set to launch an electric bike of its own in 2025.



The Swytch Go Bike is based on the entry-level Go system and is a lightweight unisex design. The aluminium-framed, disc-brake equipped, seven-speed bike is set to retail for £999, making it one of the cheapest ebikes available.



Swytch CTO and co-founder, Dmitro Khroma, explains: “One of the key reasons our customers love their Swytch bikes is that they keep the feel and ride of their original bicycle – the Swytch system is so light and unobtrusive that you still have a [regular] bike, unlike most budget ebikes out there that end up heavy and not pleasant to ride.



“We challenged ourselves to develop a quality, lightweight bicycle, that is a great bike to ride without electric power, but with the added assistance of a Swytch system, so you get a bike, and an ebike, for a really great price,” Khroma says.

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