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# Swytch launches Swytch Max+ Kit

Swytch, the manufacturer behind the world's best-selling range of e-bike conversion kits, has just launched its latest and most innovative model: the Swytch Max+ Kit. With over 100,000 customers worldwide, Swytch continues to lead the way in DIY e-bike solutions.

At a time when a quality branded electric bike costs around 3300\$ on average, Swytch's latest model offers a way to build your own state-of-the-art electric bike for under 1400\$.



Available to order today, the Max+ further enhances Swytch's patented line of e-bike kits with features such as an increased range of up to 60 miles on a single charge, integrated headlight, USB charging port and industry-leading battery safety technology.



The Swytch conversion kit can upgrade almost any bike into a legal pedal-assist electric bike with a top speed of up to 15 mph and a power output of 250W. It works by replacing your regular bike wheel with a custom-built Swytch motor wheel (made locally at Swytch's factory in Norwich, UK), which is connected to a battery that can be easily removed and mounted on the handlebars, delivering 250W of pedal-assist power when you start pedaling.

A key selling point of the Swytch kit is that it is thoroughly tested and certified to the strictest battery safety standards (including UN and CE), and once the battery is removed, the bike is still a regular bike, so it can be carried on all forms of transport and stored in regular homes, workplaces and storage areas.

CEO Oliver Montague comments:

*"We are investing heavily in safety and quality to position ourselves as the safest and most reliable option in an electric bike market that has recently been hit by a number of adverse policy decisions – such as the banning of certain types of electric bikes on the London Underground. While this does not affect Swytch users, who can remove their battery and restore the bike to a regular bike before their journey, we see these decisions as a step backwards for the UK, where we should be working to promote e-mobility. In line with our company's mission to make electric transport accessible to all, we are now launching our most advanced system ever – Swytch MAX+."*



Swytch CTO Dmitro Khroma adds:

*“This new upgrade to our kit is packed with advanced features, including state-of-the-art battery safety technology, IPX6 certified waterproofing, a USB-C charging port so the battery also doubles as a power bank that can charge a regular smartphone approximately 200 times, and of course the ability to deliver 250W and power your bike ride up to 60 miles.”*

The Swytch MAX+ kit is now in stock and can be purchased from £999 RRP (1333\$) on Swytch's website: [dev.swytchbike.com](https://dev.swytchbike.com)

By Kenneth Johansen 1 may. 2025 09:00 am

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