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« En route avec la Suisse » maxon partners with the Swiss Embassy in France.

As a Swiss company based in France, maxon is pleased to support the inspiring project "En route avec la Suisse" (On the road with Switzerland) conceived and supported by the Swiss Embassy in France, by providing a road bike equipped with the new lightweight and invisible maxon BIKEDRIVE AIR.

Designed and launched by the Swiss Embassy in France, the project "On the road with Switzerland" will start at the end of March 2022 and run for two years. This unique project of planned meetings and adventures will lead to the discovery of Franco-Swiss initiatives to the entire French territory with 3 key points: A bike, an Ambassador, and meetins. The Swiss Ambassador to France, Roberto Balzaretti, describes this project with the objective "*to meet the French regions and communities that shape the bilateral Franco-Swiss relationship on a daily basis*". There will be twelve main stops during several days as well as planned outings for a few hours at a time.

An electric bike with maxon technology: "like having the wind behind you"

Symbolizing Switzerland's commitment to soft mobility, sport and innovation, the Ambassador will ride a state-of-the-art electric bicycle with maxon's BIKEDRIVE AIR motorization on the roads of France. The maxon Group has decided to support the Ambassador by lending him an innovative racing bike from the Italian manufacturer Cipollini powered by maxon's technology.

"The new BIKEDRIVE AIR assistance system is invisible and light. It offers the most natural riding experience possible. The ambassador will be able to ride over longer distances to get closer to the key players in the Franco-Swiss relationship along the way," explains Alain Pontille, Managing Director of maxon France.

Equipped on the Flusso bike from Cipollini - now marketed in series - this innovative electric assistance offers a sporty and natural riding sensation. *"It's like the feeling of riding a bike with the wind at your back"* says Thomas Steger, maxon BIKEDRIVE Product Manager. *"The lightweight 3.5Kg motorized system allows OEMs proper and complete integration for racing, Gravel, urban or mountain bikes, etc. In addition, the lightweight mid-motor system works on all types of bikes."*

"On the road with Switzerland" - a new exercise in dynamic diplomacy

"We would like to applaud this project combining diplomacy, sport and networking", adds Madeline Vassaux, maxon France Marketing Manager. *"We are happy that our technologies allow us to develop closer relationships, while respecting the environment. The entire maxon Group encourages the Ambassador in this adventure of meetings and interactions accompanied by this first "diplomatic bike" powered by maxon."*

Plus d'informations :

- Sur le projet « En route avec la Suisse » : enrouteaveclasuisse.ch
- Sur le système maxon BIKEDRIVE AIR : maxonbikedrive.com
- Hashtags : #EnRouteAvecLaSuisse