

FLINC

Zürich, 28.08.2024

FLINC: Redefining Urban Mobility with Style and Function

Zurich-based start-up FLINC, founded by Markus Freitag, introduces an innovative bike that seamlessly combines playful and timeless design with robust functionality, perfectly suited to the dynamic lifestyle of urban dwellers. Having never obtained a driving licence, Freitag's need for a practical mobility solution inspired him to create a compact bike that would suit his urban and dynamic lifestyle. The result is the FLINC compact cargo bike.



The FLINC rolls through the streets of Zurich.

photos: Philip Frowein

The Everyday Companion

FLINC's philosophy is simple: the ideal everyday bike should be as minimalist as possible, while offering maximum utility. The FLINC has been meticulously designed to manoeuvre through city streets with grace and precision, taking up minimal space and ensuring top-notch maneuverability. When it's time to transport larger items, the FLINC steps up to the plate, effortlessly handling cargo without compromising its sleek design.

Pedaling Home Like E.T.

Founder Markus Freitag, who also created the popular FREITAG bags made from truck tarps, had this vision ever since he saw Steven Spielberg's E.T. in the cinema in 1982. Fascinated by the image of Elliott's BMX with a plastic box on the front, Freitag set out to create the ideal urban transport solution. This extraterrestrial inspiration has resulted in a bike that is both compact and powerful, combining form and function in a way that appeals to the modern urbanite.

Versatility for Every Urban Adventure

Freitag's personal transport strategy involved using different bikes for different needs. This often led to uncomfortable situations where the wrong bike was chosen for the day's tasks. "None of the bikes were designed for my varied 365/24/7 daily routine - dropping the kids off at daycare, working on various projects around town, and running errands on the way home. This inspired me to create the FLINC, a bike that seamlessly adapts to different needs throughout the day - whether it's a quick commute to work, an afternoon errand or an evening ride home with unexpected cargo," he says.

The Stealth Cargo Bike

After numerous prototypes and extensive testing, the FLINC is ready for market. Riding on nimble 20-inch wheels, it navigates city streets and country lanes with ease. Its compact design, created by Swiss designers Sebastian Marbacher and Markus Freitag, means it fits easily into basements, apartments, or trains. The FLINC's innovative features include a tailored aluminium front carrier on a chrome-molybdenum steel diamond frame, an adaptable system for boxes, crates, bags and various objects, and multiple fastening pins and loops that transform it into a robust cargo bike when needed.

Design Meets Durability

FLINC doesn't compromise on aesthetics when it comes to functionality. Its sleek design shimmers in shades of blue, grey and silver, adding a touch of elegance to its robust construction. The bike uses durable, low-maintenance components and an open cargo system. Strategically placed pins on the rack and frame act as docking points for various accessories, while a specially designed adapter fits all types of boxes. This ensures that FLINC can meet a wide range of transport needs, from urban errands to unexpected adventures.

Embrace Urban Mobility with FLINC

Designed for the lifestyle of the urban dweller, FLINC is available in three sizes and one versatile colour, sold at the FLINC Garage in Zurich and through a growing network of dealers. For more information, visit the [FLINC website](#) or contact us at hello@flinccycles.com.