

Procycles.ch Launches Comprehensive Swiss Directory for Bicycle and E-Bike Shops in Winterthur

November 20, 2026

Zurich, Zurich - November 20, 2026 -

Procycles.ch, the Winterthur-based online directory for bicycle and e-bike shops, has introduced a comprehensive platform designed to connect Swiss cyclists and e-bike riders with verified local dealers, workshops, repair services and specialist stores across all Swiss cantons. The launch responds to the rapid rise of electric bicycles throughout Switzerland, a segment that has seen sales grow by more than 30 percent annually in recent years.

The directory addresses a growing need for a centralized resource as e-bike adoption continues to expand nationwide. With more riders depending on electric bicycles for daily commuting, recreation and sustainable mobility, the demand for qualified service providers and specialized dealers has increased sharply. The platform aims to bridge this gap by offering a clear, user-friendly way for cyclists to locate reliable support close to home.

Built exclusively for the Swiss market, Procycles.ch provides location-based search capabilities that allow

cyclists to quickly find nearby shops, browse by specific service types such as sales, repairs, rentals and maintenance, or locate dealers for particular bicycle brands. Each listing includes essential business information, covering current services, available brands and verified contact details. Users seeking everything from basic repairs to high-end e-bike purchases can filter results to match their requirements.

The platform also serves tourists and temporary residents who require bicycle services during their time in Switzerland. As consumer shopping behavior increasingly begins with online searches, local bicycle retailers benefit from improved digital visibility through the directory. This focus supports independent bike shops that form the backbone of Swiss cycling culture and often operate without the marketing resources of larger chains.

The team at ProCycles.ch continuously verifies and updates shop information to maintain accuracy and relevance for users. This ongoing process reinforces the directory's role as a dependable reference point for riders navigating the expanding Swiss cycling landscape. The database of verified shops and services continues to grow, strengthening the platform's position as a central hub for Swiss velo and e-bike information.

The surge in electric bicycle ownership has placed new demands on maintenance and repair networks across the country. Electric drive systems, battery management and specialized components require trained technicians, making access to qualified workshops a practical concern for everyday riders. By organizing this information in one place, the directory helps cyclists identify service providers equipped to handle both conventional bicycles and advanced e-bike technology.

Procycles.ch also contributes to broader efforts around sustainable mobility in Swiss cities, where cycling popularity continues to rise alongside investment in bike infrastructure. By directing riders toward local businesses, the platform encourages the growth of regional cycling economies. Cyclists who wish to explore the directory can learn more through the platform and search for shops in their region.

Procycles.ch is an online directory based in Winterthur, Switzerland, dedicated to connecting cyclists and e-bike riders with verified bicycle shops, repair services and dealers across all Swiss cantons. The platform focuses on the Swiss market, with particular attention to the growing e-bike segment, and supports local independent retailers by improving their visibility in an increasingly digital marketplace.

###

For more information about ProCycles.ch, contact the company here:ProCycles.chkontakt (at) procycles.chkontakt@procycles.chSwitzerland

ProCycles.ch

Procycles.ch is Switzerland?s leading directory for bicycle and e-bike shops. Discover verified dealers, workshops, and brands near you ? fast, clear, and locally organized. Your trusted guide to everything cycling.

Website: https://www.procycles.ch

Email: kontakt@procycles.ch