



**Product Information Sheet
Handout to be given to
retailers**

**Suggested Retail Price:
See Catalogue**



**Environmentally
Friendly Product**

Retailer Price: See Catalogue

Contact: Pedalite Sales Rep

Availability: Available now

Pedalite Pedal Lights

Product Information

Brand	Product Name	Code	UPC/Barcode
Pedalite	Battery Free 360 degree visibility pedal lights	KPL200	5060161480016



Product Summary

Pedalite 360 Degree Visibility Pedal Lights are battery-free pedal lights for bicycles that have been designed to make cyclists more visible to motorists day and night, from a distance of up to 1 km away and from any angle, including the side. As soon as you start pedalling the Pedalite pedals uniquely harvest and store a small amount of energy so the lights continue to flash when the cyclist is freewheeling or has stopped at a road junction.



Assistance For Retailers

High resolution, web standard and animated images are available for download from www.pedalite.com/press_downloads.aspx

A point of sale unit, which looks like the standard retail packaging but flashes the pedal continuously is available, see www.pedalite.com/retailers.aspx for picture.

Product should be displayed/located in the Lighting section NOT (or at least not only) in the pedals section of a store/website

Free handout for retailers to give customers "Safe Cycling by Tony Doyle" – www.pedalite.com/Images/pedalitefactsheet.pdf.

Not Seasonal. Sells Spring, Summer, Fall, Winter. Used in daylight and darkness. Rugged, waterproof and virtually unbreakable.

Value

Saves the purchaser/user \$\$ due to no need to continually purchase replacement batteries

Full, unconditional 12 month warranty. 50,000+ satisfied purchasers in 45 countries around the world.



Soundbites / Sales Messages

Used on police bikes in multiple countries. Pedalite pedals also help cyclists create their own virtual cycle lane as motorists naturally give cyclists with Pedalite pedals a wider berth and distance, increasing their safety.

Pedalite Pedal lights are the unique battery-free pedal lights for bicycles that have been designed to make cyclists more visible to motorists day and night from any angle including the side, which is vital for cyclists as 75% of Cycling accidents happen at, or near, a road junction [source RoSPA], where cycles need to be seen from the side.

Pedal lights complement other cycle lighting systems, providing always on emergency "running lights" & essential side lighting.

Get more information

Single page information brochure (www.pedalite.com/Images/PedalLightsflyerA4.pdf)

Energy harvesting and re-use (www.pedalite.com/assets/Energyharvestingreuse.pdf)

Family Safety, includes statistics and Summer use facts (www.pedalite.com/Assets/Pedalitesum09.pdf).



Summary

- Flashes front, back & sides when pedalling starts for 360° visibility
- Keeps flashing even when pedalling stops (up to 5 mins.)
- Tough & durable with a full 1 year warranty
- Making cycling safer worldwide; patented and award winning
- Very simple, standard fit on all adult & child bikes
- Visible 1 km (over half a mile) away
- No batteries, no maintenance: fit & forget!
- Compatible with the Pedalite toe clip
- Non slip surface and super grip studs