

WHAT THE ROAD SAFETY GURUS SAY

Pedalite Pedals are used in 22 countries around the world. They are used by emergency services, including multiple police forces, commuters, school children, students, cycle clubs, government departments, and cycling enthusiasts. Major blue chip companies and 'Bike to Work' schemes are also offering them to their employees as part of their corporate social responsibility programme.

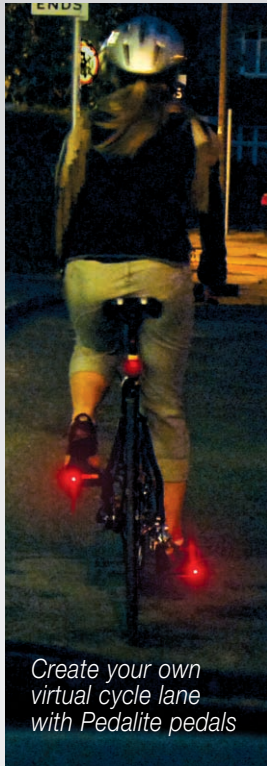
Road Cycling UK concludes.

"Pedalites are a great idea and a fantastic product..."

We can't see why these shouldn't be fitted as

standard on all bikes which are sold to commuters... they'll be great additions to kids' bikes too ... they represent value for money for the added safety and visibility they offer."

Tony Doyle MBE, World Champion cyclist and safety campaigner, says *"Pedalite 360° Pedal lights are simply a must have for any cyclist and the biggest aid to safety for cyclists since helmets"*



- Flashes front, back & sides when pedalling starts for essential 360° visibility
- The **only** pedal that keeps flashing even when pedalling stops (up to 5 mins)
- Visible 1 km away
- Used by cyclists in over 22 countries
- Used by emergency services
- Very simple, standard fit on all adult & child bikes (from age 9)
- No batteries, no maintenance: fit & forget!
- Tough & durable with 1 year full warranty
- Non-slip surface and supergrip studs
- Compatible with Pedalite Toeclip
- Unique, patented technology to help you put safety first
- Further information available at www.pedalite.com

So, why spend another minute of your life - or your family's - cycling on the road, without the added protection of Pedalites? They will give you peace of mind when you need it most - in the wet, in the gloom, in the traffic and in the dark. **Be seen day and night with Pedalite.**



Pedalites are available at good bicycle retailers and online through the Pedalite website and other websites for £34.99 per pair and toe clips are available for £6.99.

www.pedalite.com



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(Part of the Mpower1 Group of Companies)



The brilliant new pedals that could save your life!

Battery-free 360° visibility pedal lights.

"A fantastic product - they should be fitted as standard on all bikes" - Road Cycling UK

Pedalites are endorsed by World Champion Cyclist Tony Doyle MBE.

As used by Emergency Services

Pedalite. A scintillating road safety breakthrough for bikes!

Safer for cyclists and motorists

Pedalite Pedals are the unique battery-free pedal lights that have been designed to make cyclists more visible to motorists, day and night, from a distance of 1km away and from any angle, including the side. As soon as you start pedalling the Pedalites 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. 75% of cycling accidents happen at, or near, a road junction [Source RoSPA 2005], where cycles need to be seen from the side. Pedalites help cyclists create their own virtual cycle lane as motorists naturally give cyclists with Pedalite Pedals more space through a wider berth and distance, increasing their safety.

How do Pedalite pedal lights work?

The pedals are made of DuPont nylon (used by the aerospace industry) giving exceptional strength and durability. When the cyclist starts pedalling a small and unnoticeable amount of their kinetic energy is converted into electrical energy which is used to light small diode 'bulbs' that flash at fraction-of-a-second intervals. The rest is stored in the capacitor to provide up to five minutes of flashing light when pedalling stops.

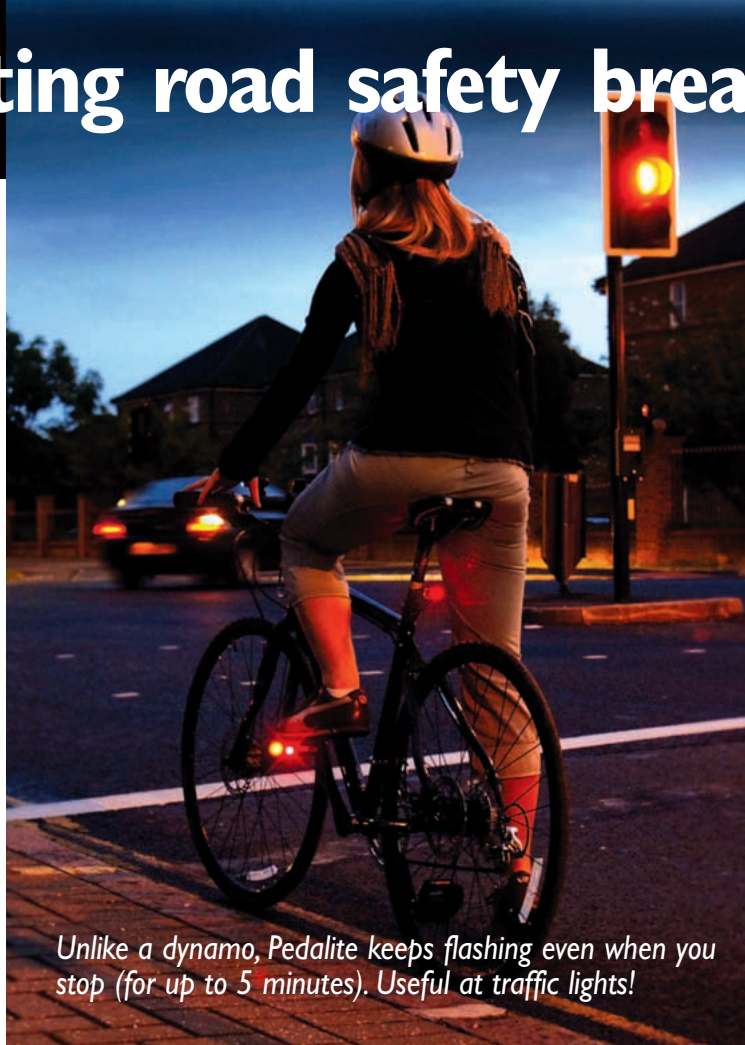
Pedalite does not use batteries!



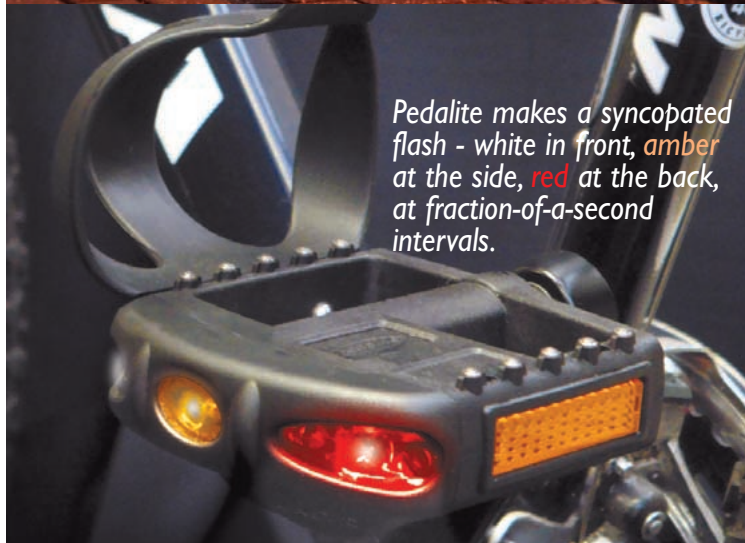
Pedalite converts kinetic energy into electrical energy to light small diodes in each pedal.



Cycling performance, in terms of human energy required and cycling speed, is not affected by Pedalites. With no batteries required, recycled cardboard packaging and efforts to keep the carbon footprint as low as possible, being seen while cycling does not have to harm the environment.



Unlike a dynamo, Pedalite keeps flashing even when you stop (for up to 5 minutes). Useful at traffic lights!



Pedalite makes a syncopated flash - white in front, amber at the side, red at the back, at fraction-of-a-second intervals.

Simply fit and forget

Pedalites can be easily fitted in minutes - with no batteries, no maintenance and no fuss, it couldn't be simpler. Just unscrew your old pedals and put on your new ones in the usual way.



Pedalite starts working immediately pedalling starts. It works if you back-pedal too.

Be seen, be safer with Pedalite on your bike



Pedalites are suitable for all adult frame bikes and children's bikes (aged nine and over). Great for teenagers cycling home from school, students and commuters and gives complete peace of mind that children and loved ones are as safe as possible. Pedalites are the 'must have' safety accessory for all bikes.

Tony Doyle MBE, World Champion cyclist and safety campaigner concludes,

"The market has been crying out for such an effective and exciting product that gives more confidence to commuting cyclists that they can be seen by motorists. This is a great product for all cyclists and will help with the visibility and safety of children on the road. Pedalites should be an essential requirement for all bikes."