

Cycle Safely with Pedalites

Cycle Safely with Pedalites

Win a set of Pedalite 360 degree visibility lights

Rising public transport and fuel costs, the desire to get into shape and to do our bit for the environment are just a few of the reasons why thousands of us are abandoning our cars and the train and getting on our bikes.

In London alone, there was a 10 per cent increase in the number of cyclists on the road last year and an estimated half a million people are now cycling every day. Unfortunately, we have also seen a 30 per cent rise in deaths of cyclists on the road since 2002. With over 75 per cent* of accidents happening at, or near, road junctions, it is essential that cyclists are visible from the side.



Battery-free, award-winning Pedalites, have been designed to help cyclists stay safe on the roads by providing 360 degree, highly visible, always-on lighting that ensures they can be seen by the motorist at any time of the day or night. Dubbed 'a fantastic product' by Road Cycling UK, used by the UK emergency services and endorsed by World Champion cyclist Tony Doyle, these pedal-powered pedal lights are a must-have bike accessory for any cyclist who wants to increase their safety.



Pedalites, which are fitted simply and easily in place of normal bike pedals, can be seen clearly by motorists from up to 1km away, from any angle, and, most importantly, from the side, which is a major blind spot. Based on uniquely patented technology, they are self-powered and rely solely on the cyclist's energy. As soon as the cyclist starts pedalling they store and harvest energy so the lights stay on for up to 5 minutes after the pedalling has stopped, ensuring that the bike can be seen at road

junctions or when a cyclist is freewheeling and, therefore, reducing the chances of an accident.

Another safety factor is that bikes fitted with Pedalites seem wider and the lights create a virtual cycle lane as cars and lorries tend to give the cyclist more space.

The safety advantages of Pedalites are becoming ever more widely recognised and are now used in over 24 countries by thousands of cyclists.

Toe clips are also available for the Pedalites which increase pedalling efficiency and offer foot support to prevent slipping

Pedalites retail at £34.99 per pair and Pedalite toe clips retail at £6.99 per pair from Evans Cycles, Leisure Lake Bikes and www.pedalite.com

*Source ROSPA

AMG has teamed up with Pedalite International to offer two AMG members the opportunity to win a set of Pedalite 360 degree visibility lights together with a pair of Pedalite toe clips. To enter simply answer the question in the box below.

What percentage of road accidents happen at, or near, junctions?

- a: 10 per cent
- b: 50 per cent
- c: 75 per cent

