

THATS GREEN

GREEN AND ENVIRONMENTAL NEWS FROM AROUND OUR WORLD

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Carbon Conscious Cyclists Increase Safety with Battery Free, Pedal-Powered Lights

360 degree Visibility Pedal Lights continue flashing when the pedaling stops

Used by UK emergency services, commuters, cycle clubs, school children, and Students

No batteries, no maintenance, fit and forget

Protecting the environment, by eliminating batteries, and protecting cyclists.

Carbon conscious commuters will no longer have to worry about not being seen by motorists on their cycle journeys to and from work, thanks to new battery-free, pedal-powered lights, from Pedalite International Ltd, part of the Mpower1 Group.

The pedal lights are powered by kinetic energy from pedaling. They light up as soon as the cyclist starts pedaling and provide 360 degree visibility enabling the bike to be seen by motorists from any angle, including, vitally, up to 1km away, from the side.

These always-on lights require no battery and provide additional bike lighting to improve visibility and are an essential back up if other battery powered lights fail or are not turned on.

The pedals harvest and store the existing energy that a cyclist uses enabling the lights to uniquely stay on for up to five minutes, even after the pedaling stops. This will help increase cycling safety, as 75% of accidents happen at, or near, a road junction (RoSPA 2005), where cycles are often viewed from the side.

There has a major rise in the number of UK cyclists in recent years in a bid to reduce carbon emissions and improve health. In London alone, an 83% increase in cyclists over seven years was reported by Transport for London in May 2007.

But safety is still a major concern. Whilst the number of pedal cyclists who were killed fell 1% to 146 last year, the number seriously injured rose 4% to 2,296 according to the Department of Transport.

This definition includes brain injuries and paralysis and comparatively more minor injuries such as broken bones. Thousands more cyclists are slightly injured and many of their accidents go unreported.

Simon Theobald, Managing Director of Pedalite International commented, “For cycling safety to increase, it is essential that cyclists can be clearly seen by motorists from any angle, particularly from the side which is often a blind spot for cars and a major cause of accidents. Cycling has never been so popular. One only has to look at the number of government and employer-backed initiatives which are currently encouraging people to ditch their cars in favour of bikes and reduce their carbon footprint whilst improving their health. However, safety must come first.

"Cycle lights are an essential part of the safety equation. Cyclists can not simply rely on their traditional battery-powered front and rear lights – the batteries frequently run out, are forgotten to be turned on and as we have seen this summer, the sky darkens during the day with a storm and cyclists become virtually invisible.

"Pedalite’s battery-free pedal lights are always on, providing a no hassle way for cyclists to ensure they are never without lights, whatever the circumstances.”

He added, “Made using unique patented technology, they not only light up when the pedaling starts but stay on after the pedaling stops which is totally unique in the market; the use of lights on pedals also makes the cycle seem wider to the motorist and you can actually notice a wider berth being given to bicycles with Pedalite pedals.”

Globally 15 billion batteries are thrown away each year; in the UK alone that is over 20,000 tonnes of batteries. Battery disposal has become a topical subject in the UK as we have become aware of the dangers and implications of disposing up to 300 million batteries in landfill sites each year.

Pedalite pedals are protecting the environment by eliminating batteries and always on to help protect cyclists.

Road Cycling UK dubbed the product, “a fantastic product...I can’t see why they shouldn’t be fitted as standard on any bike,” and the lights are currently being used by emergency services, including multiple police forces, commuters, school children, students, cycle clubs, government departments and cycling enthusiasts.

In addition major blue chip companies are offering them to their employees as part of their corporate social responsibility programmes. This month, Pedalite was acquired by the Mpower1 Group of companies; a major business development organisation, who has increased investment, accelerated product development, attracted celebrity endorsement for Pedalite products, initiated a major marketing campaign and underwritten the future of Pedalite.

As a result of these investments, the Recommended Retail Price of the autumn/fall supply of Pedalite Pedals has been reduced by a third from their 2006 price to £34.99 (or US\$59.99). The product is currently available worldwide and already used in 22 countries; along with a specialised toe clip, it can be purchased online at www.pedalite.com.

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