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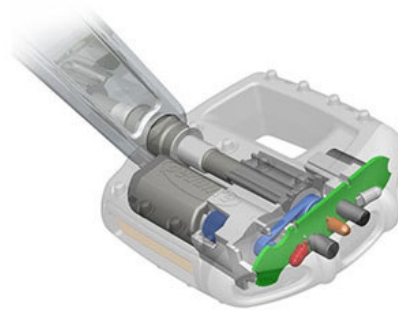
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Don't be an Invisible Cyclist when the clocks go back

News Posted Monday, October 01, 2007

There is a greater risk of cycle accidents when the clocks go back on Sunday 28th October, with the onset of dark winter evenings. Cyclists can reduce their risk and ensure they can be seen by the motorist at dusk and in the early mornings by fitting new battery-free 360 degree pedal lights from Pedalite International Ltd, which provide always-on lighting to ensure cyclists can be clearly seen by motorists, any time, day or night.



Made with uniquely patented technology, Pedalite's award winning, battery-free pedal lights for bikes are powered by a cyclist's energy and start flashing as soon as they start pedalling.

The pedals harvest and store the energy used enabling the lights to stay on for up to five minutes after the pedalling stops, for example, when the cyclist is freewheeling or waiting at a junction. The lights provide 360 degree visibility for bikes, enabling them to be seen by motorists up to 1km away and from any angle, even the side.

Simon Theobald, Managing Director of Pedalite comments, "Darker evenings and mornings place school children, adult commuters and leisure cyclists at greater risk of having accidents. Most cyclists only find out that their batteries are dead or dying when they switch lights on – when they are needed most. As we experienced during the summer, rain clouds and stormy days can also have the same effect, with the sky darkening suddenly and with many cyclists forgetting how dark it can become, and placing themselves in danger. Pedalite pedal lights do not use batteries and are always on to help protect the cyclist whatever the time of day or weather condition."

Traditional solutions such as dynamos do not harvest and store energy in the same way as Pedalite pedal lights, which can mean that when cyclists stop at road junctions, where over 75% of accidents involving bicycles in the UK occur (source: RoSPA 2005), there can be a "now you see me, now you don't" scenario – with the cyclist becoming invisible to motorists. Unlike these solutions, Pedalite pedal lights continue to illuminate the cyclist for up to 5 minutes after pedalling stops ensuring bike are visible at all times.

In addition, bikes fitted with Pedalite pedal lights seem wider to the motorist and cars give them a wider berth, decreasing their chances of accidents and wobble as cars or lorries pass at speed.

The pedal lights are easy to fit and require no maintenance. They provide additional bike lighting and are an essential back up if other battery powered lights fail or are accidentally not turned on. They are the perfect solution to the perennial problem of the invisible cyclist.

Ex World Champion cyclist and Pedalite's ambassador, Tony Doyle said, "When the clocks go back later this month, cyclists who do not have lights on at dusk will become invisible to the motorist, placing them in great danger. To ensure cyclists have back up lighting and can always be seen by the motorist, they should fit battery-free pedal lights from Pedalite International Limited. This will ensure they are totally prepared for the winter nights and as safe as possible on the road."

Road Cycling UK called the pedal lights 'a fantastic product...they should be fitted as standard on any bike'. The lights are also used by the UK emergency services, including multiple police forces, commuters, school children, students, cycle clubs, government departments, 'Bike to Work Schemes' and cycling enthusiasts. In addition major blue chip companies are offering them to their employees as part of their corporate social responsibility programmes in over 22 countries around the world.

Retailing at £34.99, they can be purchased at good bicycle retailers throughout the UK or online together with a specialised toe clip (£6.99) at www.pedalite.com and other websites.

Key features of the Pedalite Pedals are:

- Flashes front, back & sides when pedalling starts for essential 360 degree visibility
- The only pedal that keeps flashing even when pedalling stops (up to 5 mins)
- Visible 1 km away
- 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
- Make cycles seem wider so motorists give a wider berth to cycles with Pedalite pedals
- Compatible with Pedalite Toeclip
- Always on, you never forget to turn them on
- Unique, patented, technology to help you put safety first

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