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Tony Doyle shines as ambassador for Pedalite

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Former track world champion plugs battery-free, energy-storing pedals at Cycle 2007

Pedalite of the UK, [launched at Interbike in 2004](#), now has a well-known

frontman: Tony Doyle MBE, formerly the event director for the Tour of Britain. Doyle, also Nike's European Cycling Operations Manager, was twice World Pursuit Champion and four times European Track Champion in the 1980s.

Patented Pedalites are powered by pedal spinning: three LED lights come on as soon as the cyclist starts pedalling and store this kinetic energy causing the lights to stay on for up to five minutes after the pedalling stops.

Chris Noy, director of the Leisure Lakes IBD chain, is a fan of the product: "We were very impressed when we first saw Pedalites in action. It is entirely self-contained and requires no batteries which makes it stand out. We believe that its green credentials will prove popular with customers.

"Even if all other battery-operated lights run out, bikes fitted with Pedalites will always be seen by motorists."

Tony Doyle is fronting for Pedalite at the London Cycle Show. Yesterday he was interviewed over the show tannoy system by [Cycling.tv's Anthony McCrossan](#).

Doyle said: "Bikes fitted with 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."

In July, Pedalite Ltd. was forced into administration but acquired fresh funding from the [Mpower1 Group](#). This cash injection has allowed the new company - [Pedalite International](#) - to accelerate product development. The pedal, when launched, used a tiny Gates belt (the same that produces the carbon-corded [PolyChain belts](#) for [Orange](#) and [Spot Bikes](#)) but has now been internally reconfigured and has had metal studs fitted for anti-slip.

A new toe-clip - designed for the Pedalite - was launched at the show yesterday. A version for cleated-shoes is in development, said Doyle, who has been signed up to promote Pedalite pedals at exhibitions, shows, through cycling clubs, and in schools. He's also available for shop promo events.