

# Glow in the dark

With the winter nights drawing in make sure when your children are cycling they can be seen in the dark with this latest product.

Now that the clocks have gone back, and the nights are longer, children should take extra care when they are out at night, especially if they are riding a bike.

The onset of the dark evenings shouldn't stop your children from cycling, but they should be made aware of how to increase their safety.

One way to reduce their risk and ensure motorists can see them at dusk and in the early mornings, is by fitting the new battery-free 360° pedal lights from Pedalite International.

The product provides "always-on lighting" to ensure cyclists can be clearly seen by motorists, any time of the day or night.

Pedalite's battery-free pedal lights are



powered by a cyclist's energy and start flashing as soon as the cyclist starts pedalling. The pedals store energy and are capable of staying on for up to five minutes after the pedalling stops, useful when the cyclist is "freewheeling" or waiting at a junction, where over 75% of accidents involving bicycles occur. The lights provide 360° 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 at greater risk of having accidents. Most cyclists only find out that their batteries are dead or dying when they switch the lights on – when they are needed most. Pedalite pedal lights do not use batteries and are always on to help protect the cyclist whatever the time of day."

In addition, Simon explains that bikes fitted with Pedalite pedal lights seem wider to the motorist and so cars give

## Key features of the Pedalite Pedals

- Flashes front, back and sides when pedalling starts for 360° visibility
- Keeps flashing even when pedalling stops for up to five minutes
- Visible 1km away
- Very simple, standard fit on all adult and child bikes (from age nine)
- No batteries, no maintenance required, just fit & forget!
- Tough and durable with one year full warranty
- Non-slip surface and supergrip studs
- Make cycles seem wider so motorists give a wider berth
- Compatible with Pedalite Toeclip
- Always on, so you never forget to turn them on

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.

Road Cycling UK described the pedal lights as 'a fantastic product' and said they "should be fitted as standard on any bike". The lights are currently used by the UK emergency services, commuters, school children, students, cycle clubs, government departments, "Bike to Work Schemes" and cycling enthusiasts.

Ex World Champion cyclist and Pedalite's ambassador, Tony Doyle says: "When the clocks go back, 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 Pedalite's battery-free pedal lights. This will ensure they are prepared for the winter nights and are as safe as possible on the road."

Pedalite's pedal lights (RRP £34.99) can be found at bicycle retailers, alternatively visit [www.pedalite.com](http://www.pedalite.com) to buy pedal lights together with a specialised toe clip for £6.99.