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Nite Ize Expands Bike Safety Line with Rechargeable Wheel Light
New SpokeLit Increases Side Visibility with ‘Choose Your Color’ LED Technology

BOULDER, Colo. – Aug. 2, 2021 – Nite Ize®, a leading manufacturer of innovative solution-based products, today launched the SpokeLit® Rechargeable Wheel Light with a new Disc-O Tech™ color selection LED module. The powerful SpokeLit with Disc-O Tech illuminates to create a full circle of light during transit that increases side visibility and will be available at retail in fall 2021.

“Promoting safety while having fun on a bike ride with your family is important to me,” said Rick Case, Nite Ize founder and CEO. “We’re excited to keep the fun going into the night with our new rechargeable SpokeLit that will help riders to be seen and safe as they roll through intersections.”

SpokeLit Rechargeable Wheel Light – Disc-O Tech:

The rechargeable SpokeLit creates instant, eye-catching side visibility on family bike rides and commutes alike. Its new Disc-O Tech module features a color-changing mode, four selectable colors in glow or flash and a built-in memory feature. The weather-resistant body instantly fits onto most bicycle wheels and has a run time of five hours and recharge time of two hours. MSRP \$18.49

For more information, watch this [44-second product video](#).

To learn more about these Nite Ize products, visit Nitelze.com.

About Nite Ize

Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that creatively solve everyday challenges. Nite Ize offers more than 500 products across various channels including: Waterproof Protection, Mobile, Hardware, Illumination, Bike + Fitness and Pet. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment. For more information, visit Nitelze.com.

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*SpokeLit Rechargeable Wheel Light
Disc-O Tech*