

Every Ride, Every Bike, Day or Night: New Bike Lights from Nite Ize

BOULDER, Colo., Sept. 20, 2017– For every ride, every bike, day or night. Nite Ize® introduces new Radiant® bike lights during the annual Interbike International Bicycle Exposition in Las Vegas, Nev.

“Nite Ize has deep roots in the lighting business and over the last 28 years, we’ve come a long way developing new products and accessories that build on our many years of research, testing and expertise,” [Nite Ize Founder and CEO Rick Case](#) said. “The new Radiant bike lights are the perfect balance between quality, performance and value and are an impressive expansion of our bike category – we now have the full spectrum.”

For the serious cyclist: The [Radiant 750 Rechargeable Bike Light](#) is 750 Lumens and provides 180 degrees of illumination. With high, low, and attention-grabbing flash modes, this serious safety light is powered by a high-grade, rechargeable lithium battery that will run for more than 17 hours on low. Its durable, water resistant body attaches to handlebars with a threaded-clamp style universal mount and includes a convenient swivel feature so riders can aim light exactly where needed. The mount also features a track system that allows the light to easily slide on and off when necessary yet remain secure while riding. For those that prefer a helmet light, the Radiant 750 comes with an adjustable, universal helmet mount strap. This bike light can be recharged with the included USB charging cord. MSRP \$59.99.



For all skill levels: Ideal for riders of all types, the [Radiant 125 Rechargeable Bike Light](#) is 125 Lumens, available in white or red for headlight or taillight use, and features spot, flood, and eye-catching flash modes for superior daytime or nighttime visibility. It has a curved rubber back and comes with two sets of attachment bands to mount horizontally or vertically in a variety of places on a bike like the handlebars or seat post. The silicone attachment bands hold the light securely in place, but also allow it to be quickly removed. This rechargeable light features a high-grade lithium battery that can be recharged with the included USB cord and has a run time of more than three hours. MSRP \$29.99.

For the casual rider: Designed with family riders in mind, the [Radiant 50 Bike Light](#) is available in red or white for headlight or taillight use, and can be set to constant or flash for up to 20 hours of visibility. With a similar design as the Radiant 125, this light also attaches with silicone attachment bands that come with two size options to accommodate nearly any bike. Weather resistant and powered by three AAA batteries, the Radiant 50 is a reliable indicator light to keep the family safe. MSRP \$14.99.



For more information about these new products and other bike accessories from Nite Ize, visit Nitelze.com.



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About Nite Ize:

Founded on the principles of creativity and innovation, Nite Ize designs, manufactures and distributes solution-based products with quality and performance at their core. Headquartered in Boulder, Colo., the company celebrates its 28th anniversary in 2017 and offers more than 500 innovative products and accessories in seven unique categories: Mobile, Hardware, LED Lights + Accessories, Bike, Fitness, Pet, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, their customers, their partners and the environment.

For more information, please visit NiteIze.com.

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