



Nite Ize Brings Rechargeable Side Visibility to Bicycling

BOULDER, Colo., January 8, 2019 – Nite Ize®, a leading manufacturer of innovative solution-based products, is introducing a brighter, [SpokeLit® Rechargeable Wheel Light](#) that addresses bicycle visibility in two very important ways.

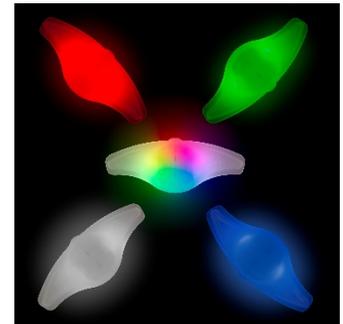
This colorful light offers tool-free installation onto nearly any bicycle wheel, creating a fun way to increase side visibility. Since the human eye picks up on moving objects easier than those that are static, the rotational movement of the SpokeLit as the bicycle moves adds to the overall visibility of a bicycle rider. While handlebar and tail lights illuminate riders from the front and rear, the SpokeLit adds moving light to an area that's very impactful when it comes to being seen by motorists.



“Our original SpokeLit pioneered the concept of illuminated side visibility to bicycle lighting,” said Nite Ize Founder and CEO Rick Case. “Three billion batteries end up in landfills in the US every yea. With the new rechargeable SpokeLit, we wanted to make a more environmentally friendly solution that also avoids the hassle and cost of buying more batteries.”



With Disc-O Select™ “choose your color” technology, the SpokeLit can be set to one of four colors (red, blue, green, or white) or left in color-changing Disc-O mode. The durable, weather-resistant light recharges in only 1.5 hours using a standard micro USB cable, and the bright light lasts for 6 hours.



The [SpokeLit Rechargeable Wheel Light](#) with Disc-O Select is available for an MSRP of \$19.99.

For more information about this and other Nite Ize products, visit [Nitelze.com](#).

About Nite Ize:

Nite Ize designs and manufactures inventor-driven products that organize your life, protect your gear, light your way, and creatively solve everyday problems. Headquartered in Boulder, Colo., the company celebrates its 30th anniversary in 2019 and offers more than 500 products in a variety of channels, including Travel, Mobile, Hardware, Pet, LED Lights + Accessories, Bike + Fitness, and Games + Fun. Still captained by its founder and CEO, Rick Case, the Nite Ize team is passionate about their products, customers, partners and the environment.

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