

Danish bike lights win renowned award

Reelight's ground-breaking magnet powered bike lights have won gold at EUROBIKE Award 2008. The award is one of the biggest in the international bike business

A bright idea has climbed all the way to the top of the international cycling world.

Just three years after the Danish company Reelight sent the world's first magnet powered and battery-free bike light on the market, the product is the only bike light to win gold at the renowned EUROBIKE Award. The award ceremony took place in the South German town Friedrichshafen where employees from Reelight were on the stage to receive the recognition.

"An interesting lighting solution for bicycles that uses induction to be completely free of wear and tear and provides a reliable source of light. The topics of safety and environmental protection both play an important role here. Very clever!" sounded the jury's reason for awarding Reelight gold.

It is Reelight's model SL120 Power Backup that has won the grand award. The light flashes and thanks to a built-in capacitor it continues flashing for two minutes after the cyclist stops pedalling – without any use of batteries and without the cyclist feeling any kind of resistance.

"We are of course very proud, and gold here at EUROBIKE means a lot to us. We consider it to be both a great recognition to our organisation and an opportunity of branding our products – both in Denmark and abroad. We see a great potential on our export markets", says Kenneth Linnebjerg who is CEO at Reelight.

Kenneth Linnebjerg promises more innovative lighting solutions from Reelight in the future:

"We work on developing our products further. It is great fun to win an award like this, so we would like to do that again next year", he smiles.

Reelight's mission is to make all cyclists safe and free in the traffic, and a large-scale study in the City of Odense (Denmark) including lights from Reelight has showed that light on the bike both day and night can reduce the number of bike related accidents by 32 percent.

