



My light. My safety.

Philips SafeRide<sup>®</sup> LED BikeLight product range

**PHILIPS**



EMPFEBLUNG  
TEST  
**RAD**touren  
1/10  
TOP-PRODUKT

# Philips – Health and well-being



## Light is life.

Our mission is to improve the quality of people's lives.

By combining technology and design trends.

By providing people-centric solutions, based on fundamental customer insights

## Philips BikeLights in the press:

**RadTouren:** „...a new born star in the LED-lamp heaven at a comparatively low price.“

**Fit For Fun:** „flood light on the handle bar...“

**Trekkingbike:** „Turns night into day“



## Innovative technology and design.

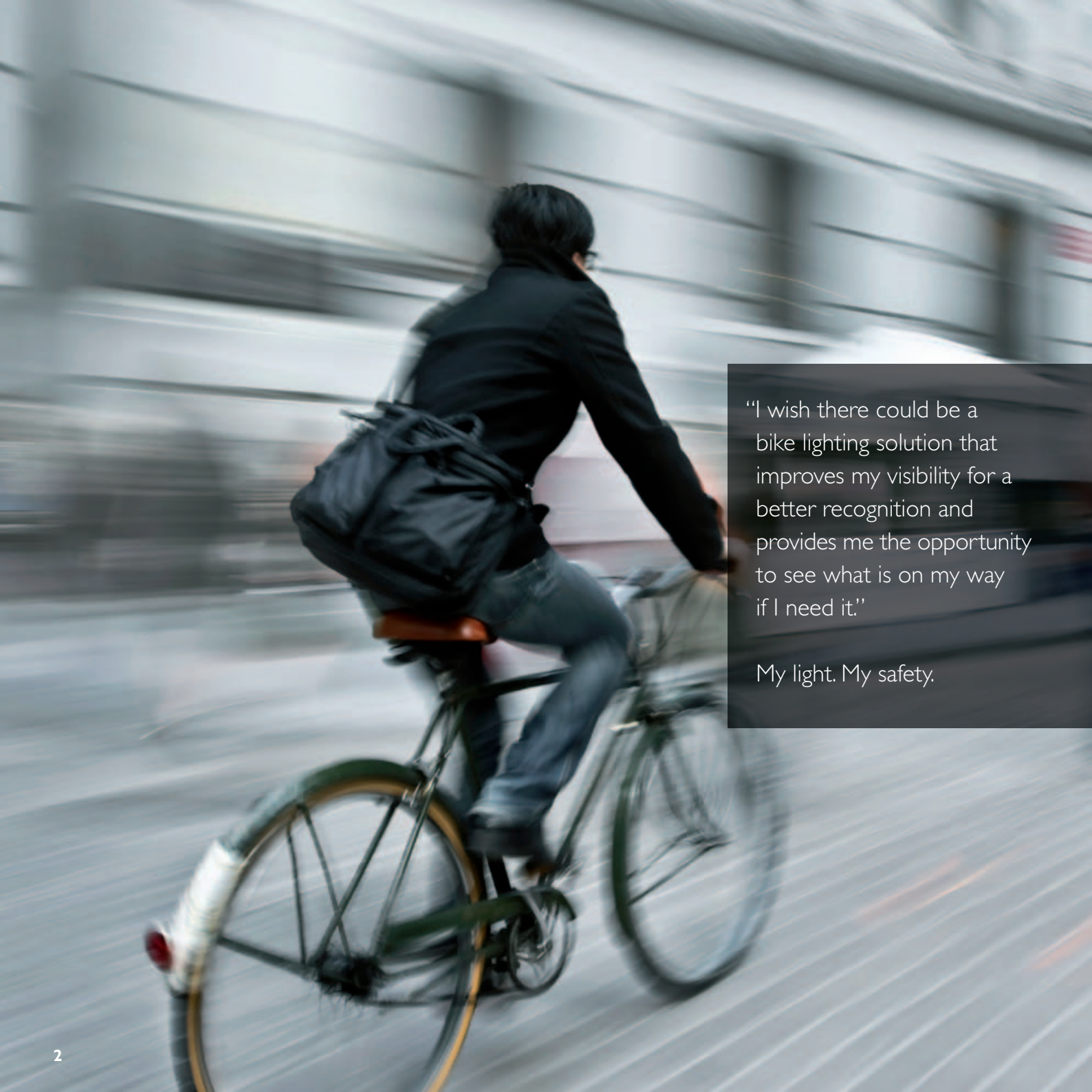
The Philips SafeRide BikeLights are provided with the award-winning LUXEON Rebel LEDs, used by leading car manufacturers



**Technical Innovation Award** Lightfair 2009

**Technical Excellence Award** Lightfair 2007

**Best of Category:** Specialty Lamps Lightfair 2007



“I wish there could be a bike lighting solution that improves my visibility for a better recognition and provides me the opportunity to see what is on my way if I need it.”

My light. My safety.

# Philips SafeRide product range

## Light saves life .

...Especially in traffic. Light ensures the visibility of cyclists.

## Light is safety.

The new Philips SafeRide product range helps cyclists to cope with their everyday life – whether on their journey to and from work, on their way to go shopping or to see friends. It is crucial to be seen by the other traffic, also in urban areas. When driving on a dimly lit road, with bad weather it is very important to see what is on your way. By means of its new Philips LUXEON LED technology and a special optical system, Philips provides cyclists with lighting solutions that improve their visibility and therefore their safety. Mobility plus safety – even at bad lighting and visibility conditions



# Philips LED SafeRide

## BikeLight battery driven

### 7x more light than legally required

Powered by 2 new generation High-Power LEDs (80 LUX)

### Excellent road illumination

Motorcycle\* performance: see up to 60 meters

### Glare-free beam

Released according to StVZO regulation in Germany

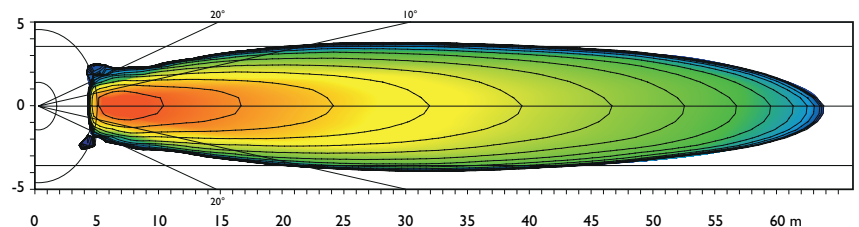
### Robust

Waterproof aluminum housing

\*Motorcycle up to 125 cm<sup>3</sup>



Extreme light for maximum safety



Philips LED SafeRide BikeLight battery driven **80 Lux**



# Philips LED SafeRide

## BikeLight dynamo driven

### 5x more light than legally required

Powered by 2 new generation High-Power LEDs (60 LUX)

### Excellent road illumination

Motorcycle\* performance: see up to 50 meters

### Glare-free beam

Released according to StVZO regulation in Germany

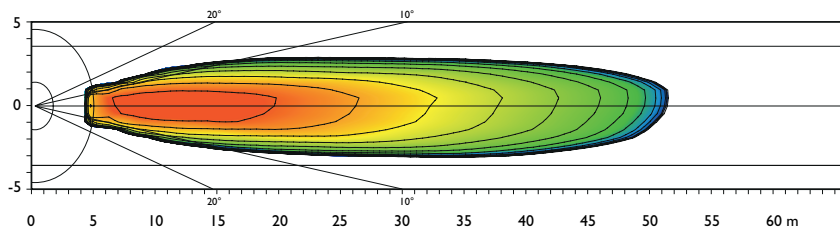
### Robust

Waterproof aluminum housing

\* Motorcycle up to 50 cm<sup>3</sup>



Maximum light for extra safety





Philips LED SafeRide BikeLight dynamo driven **60 Lux**



# General overview of features

	Philips SafeRide LED BikeLight battery driven	Philips SafeRide LED BikeLight dynamo driven
LUX	80	60
Power	Battery	Dynamo
Brightness	☆☆☆☆☆☆	☆☆☆☆☆☆
Good fore field illumination	●	●
Philips safety signature	●	●
Length of beam	60 m	50 m
Energy saving mode	●	
Glare-free	●	●
Waterproof	●	●
Removable	●	
Housing	Aluminum	Aluminum
Consumer Price	€ 119	€ 89
	<b>7x more light than legally required</b>	<b>5x more light than legally required</b>

**Philips LED SafeRide product range – your advantage.**

**Use the new business opportunity provided by Philips.**

## Philips provides you with

...a reliable Philips quality product with High-Power LUXEON Rebel LEDs , used in luxury cars.

...Improves your sales volume and profit

...a premium branded product to extend your product range in the lighting segment



Packaging of the Philips SafeRide LED BikeLight- battery driven



Packaging of the Philips SafeRide LED BikeLight- for dynamo

# Ordering information



## Philips SafeRide® LED BikeLight battery driven

Silver aluminum

Philips Type-Order No.	<b>BF48L20BBLXM</b>
Philips Nr. (I2NC)	9282.202.07801
EAN1 (Sales packaging)	8727900534948 (1 Set)
EAN3 (Transport package)	8727900534962
GOC (order number)	53494840
Dimensions (Sales packaging)	150*77*130 mm



## Philips SafeRide® LED BikeLight battery driven

Black aluminum

Philips Type-Order No.	<b>BF48L20XM</b>
Philips Nr. (I2NC)	9282.201.07801
EAN1 (Sales packaging)	8727900534917 (1 Set)
EAN3 (Transport package)	8727900534931
GOC	53491740
Dimensions (Sales packaging)	150*77*130 mm



## Philips SafeRide® LED BikeLight dynamo driven

Silver aluminum

Philips Type-Order No.	<b>BF60L60BALX I</b>
Philips Nr. (I2NC)	9282.203.10177
EAN1 (Sales packaging)	8727900350531
EAN3 (Transport package)	8727900350548
GOC (order number)	35053133
Dimensions (Sales packaging)	150*77*130 mm



## Philips SafeRide® LED BikeLight dynamo driven

Black aluminum

Philips Type-Order No.	<b>BF60L60BBLX I</b>
Philips Nr. (I2NC)	9282.204.10177
EAN1 (Sales packaging)	8727900350555
EAN3 (Transport package)	8727900350562
GOC	35055333
Dimensions (Sales packaging)	150*77*130 mm

# Sell-out support



Poster available for all types



PR



Online: [www.philips.de/bikelight](http://www.philips.de/bikelight)



POS

## Legally required **10 Lux**

Compare this to the Philips SafeRide products: the battery driven one has 80LUX (Page 5) and SafeRide for dynamo has 60LUX on page 7.



Original Philips  
LUXEON® Rebel  
LEDs



Battery



Dynamo



Black



Silver



Glare-free



Waterproof



USB  
chargeable



Energy saving  
mode

[www.philips.de/bikelight](http://www.philips.de/bikelight)



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