



MEDIA CONTACT



18946

**17683 Summerlin Road
Fort Myers, FL 33908**

**MOTORCYCLES ARE SAFER WITH THE REVOLUTIONARY
SAFE RIDE ALERT SYSTEM**

The failure of motorists to detect and recognize when motorcycles slow down in traffic can lead to dangerous collisions on the road. Helping to prevent injuries, costly repairs and downtime due to an accident, Powersport Innovations introduces Safe Ride, providing peace of mind from annoying tailgaters. This patented light assembly utilizes a strobing, bright red LED to warn vehicles following a motorcycle when it's decelerating.

The ground-breaking Safe Ride system includes a microprocessor-controlled G force sensing module. As a motorcyclist throttles down or decelerates, the module provides power to the LED. When engaged, the red LED strobes, gaining surrounding drivers' full attention and helping them take timely corrective action and avoid collisions. This advanced warning system works with any reduction of speed, such as downshifting or sudden throttle reductions, as well as when the brakes are applied. This is a drastic improvement over other systems that only work if the brake is applied.

Safe Ride draws minimal power from the power source of only 170 milliamps. Featuring a low-profile design, its highly visible LED can last up to 100,000 hours.

-more-

Extremely durable, the system is fully water-, shock- and vibration-proof. With marine-grade wire and epoxy-embedded circuitry, it can withstand harsh weather conditions. Safe Ride comes with installation instructions and is simple to install.

Paul Grzebielucha, president and CEO of Powersport Innovations states, "this product continues our work to provide innovative products that will help save lives. We are dedicated to helping reduce the nearly 5,000 lives that are lost yearly, many due to motorcyclists being hit from behind."

Safe Ride from Powersport Innovations comes with an industry-leading 3-year unconditional replacement warranty and is available in multiple models. Retail prices for the Safe Ride system start at \$199.99.

Powersport Innovations is based in Fort Myers, Florida and is a wholly owned subsidiary of PWC Industries, a leader in revolutionary product development. The company focuses on quality, safety, reliability, innovation, convenience and environmentally-sound products and technologies to deliver a positive experience to the outdoor enthusiast.

Contact Powersport Innovations, 17683 Summerlin Road, Fort Myers, FL 33908. 239-481-0274. paul@watercraftinnovations.com,

www.powersportinnovations.com.

