

How these celebs **LIGHT UP!** their ride



Dylan Lewis – Nova100, Video Hits, Ride2School Ambassador and recent convert to the joy of bike riding

"I love the Lightrover Trail Blazer for the front of my bike coz I need hi-powered illumination as I cruise across the nation.

I bwang the Tioga Dual Eyes up the back coz they make me look like a beast of the night...running backwards.

And when I'm feeling super safe and super hardcore I chuck a Skully red or 2 on my helmet coz they look sik. And sometimes I put one in my jumper so I look like ET with his light-up heart. Orsm."

Dylan's lights

FRONT

Lightrover Trail Blazer
RRP \$199

BACK

Tioga Dual Eyes
RRP \$35



Photo by Vanessa Hunter, as seen in Treadle magazine.

Sarah Wilson – Journalist, TV Host & Ride to Work Day Ambassador

"I love to ride as light as possible on my single speed, so less clutter and lightness is key to enjoying the ride. I attach an extra light to my backpack or the pocket of my jeans. But remember to make sure you turn off the light when you arrive at your destination, as I've been caught out at parties with a flashing bum!"

Sarah's lights

FRONT

Illumenox Highpower SS-L122W Compact front. RRP \$79

BACK

Skully Red Supercharged LEDs. RRP \$25



LIGHT UP! It's a good look

Roads, streets and public places were our original social network – public places where we signalled, communicated, transacted, got noticed.

When we ride to uni, work, the pub or the movies we are in a public place with a bunch of other humans doing similar things. What makes it all work is when we understand and anticipate the moves of the other. We observe and read the signals other people give us, and help each other find a way through and get to our destinations.

Lights on your bike after dark make this whole system work. Our lights are the messages we send out to the world about where we are and what we are doing on the road.

A well lit up bike tells other road users that you are confident of your place and assertive of your right to a safe and comfortable journey.

Thanks to the fast moving technological advances in lights there is no reason for any rider to be timid or shy on the road at night. It's important that you and your mates have lights that are visible from 200 metres.

With more people jumping on their bike and riding to uni and work, it's never been more important to light up and make an exhibition of yourself when riding at night.

The **LIGHT UP!** Campaign is part of a joint initiative by:



LIGHT UP!

Stake your claim to the road this winter. Bright lights show the world where you belong, so use your lights to assert your rights. And beat a \$149 fine.

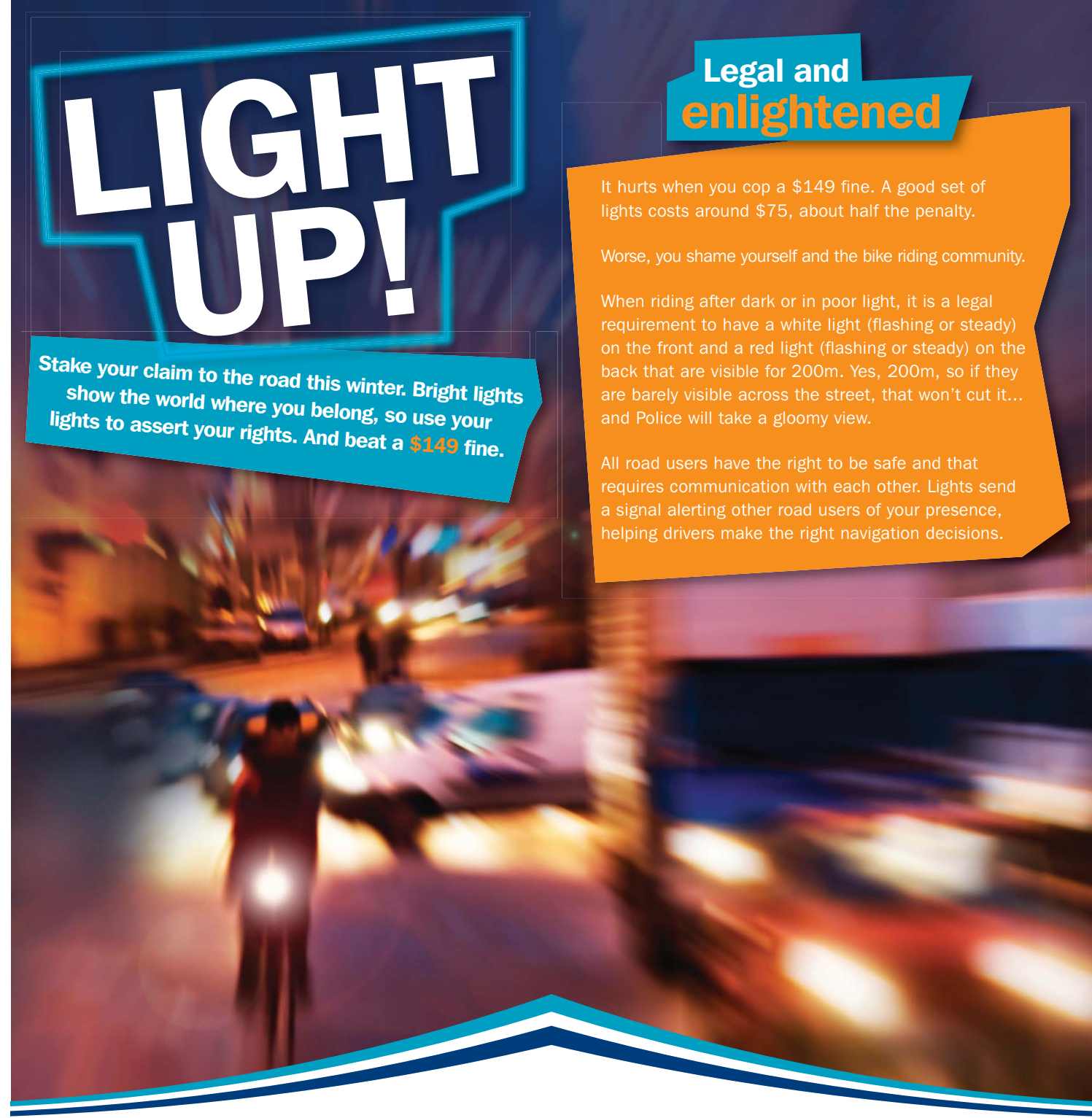
Legal and enlightened

It hurts when you cop a \$149 fine. A good set of lights costs around \$75, about half the penalty.

Worse, you shame yourself and the bike riding community.

When riding after dark or in poor light, it is a legal requirement to have a white light (flashing or steady) on the front and a red light (flashing or steady) on the back that are visible for 200m. Yes, 200m, so if they are barely visible across the street, that won't cut it... and Police will take a gloomy view.

All road users have the right to be safe and that requires communication with each other. Lights send a signal alerting other road users of your presence, helping drivers make the right navigation decisions.



The **LIGHT UP!** Campaign

A small constellation of the Melbourne community have aligned this winter to light up your ride: Bicycle Victoria, Victoria Police, the Cities of Melbourne, Yarra, Port Phillip and RoadSafe Inner Melbourne.

The campaign involves a series of winter blitzes on popular routes where riders will be intercepted by Police, their lights assessed, warnings or fines issued if appropriate, and information provided on how to best light up and avoid a fine.

A major part of the engagement exercise is a research survey which some riders will be asked to undertake, providing important data on how and why you ride at night.

Riders who complete the survey on location will receive a reward pack. Others can take the survey online at bikeslightup.com.au

Regular updates on the campaign will be posted on Bicycle Victoria's Facebook and Twitter accounts.

2011 Ride On Lights Test

Every year *Ride On* magazine tests the latest bike lights to guide you to the best and brightest lights for your ride.

This year, for its sixth test, *Ride On* collected more than 100 lights available in Australia from 20 different suppliers in all categories, including:

- ▶ Compact front
- ▶ Compact rear
- ▶ Dynamo front
- ▶ Dynamo rear
- ▶ High-powered front
- ▶ High-powered rear

After a selection process, 50 lights in these categories were further tested. The lights are assessed for visibility after sunset in a realistic, on-road scenario by a panel of judges from groups including Victoria Police, RACV, VicRoads, CHOICE, Monash University Accident Research Centre and local bike shop experts.

The lights are also design tested by RMIT Industrial Design team, which scores them for usability, quality and durability. As personal budgets can be tight, it's important to ensure the lights you purchase don't break after a couple of rides.

Ride On is the most widely read bike riding magazine in Australia. Visit rideonmagazine.com.au for a free copy or become a member of Bicycle Victoria and enjoy a subscription as one of the benefits!



How you choose a good bike light?

- ▶ Highly visible output, both head-on and angled, so others can see you
- ▶ Excellent water resistance
- ▶ Durability for everyday use and the occasional tumble
- ▶ Easy to use and not too many modes to scroll through
- ▶ Easy to fit on your bike
- ▶ Easy to charge or change the batteries
- ▶ Secure attach/detach so if you leave your bike on the street you can take it with you

2011 Ride On Lights Test Recommends

FRONT Lights

Best value

Knog Gekko Compact front
RRP \$50



Best in test

Ilumenox Highpower SS-L122W Compact front
RRP \$79



BACK Lights

Best value

S-Sun Eaglefly Compact Rear
RRP \$25



Best in test

Tioga Dual Eyes Compact Rear
RRP \$35



Did you know?

- ▶ Flashing lights are more visible than steady lights. If you run a steady light, we recommend adding one or a few flashing lights to help others see you
- ▶ Riders are most effectively seen when they have lights at handlebar height for front and rear lights
- ▶ Helmet mounted lights are not recommended because they are located where other road users don't expect to see them. They can also dazzle other riders
- ▶ Take caution with high-powered lights which spill light away from the road in front and blind other riders and road users

Who is Bicycle Victoria?

Bicycle Victoria is an independent, not-for-profit organisation. We work with our supporters to get more people cycling more often and measurably grow the bike riding world. Bicycle Victoria has over 45,000 members and runs iconic bike rides such as Bupa Around the Bay and the RACV Great Victorian Bike Ride. Bicycle Victoria supports all riders and knows that riding a bike – whether out with your mates, for fitness, commuting to uni or work, racing or just for fun – will make you happier and healthier.

Become a Bicycle Victoria member now and you'll instantly be covered by Australia's Premium Bike Rider Insurance, which can save you precious money if you have a spill, and covers:

- ▶ Non-Medicare medical expenses (such as physio, dental and chiropractic)
- ▶ Costs of damaging the vehicle of another road user
- ▶ Loss of income

Want to be covered? Become a Member of Bicycle Victoria at www.join-in.com.au or call (03) 8636 8888.

Please note, this information is a summary only. All benefits outlined above are subject to the policy definitions, terms, conditions, exclusions, endorsements and schedule of benefits contained in the Product Disclosure Statement (PDS) and Policy Wording.