

LIGHTS

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of motorcycle accidents happen while riders are stopped or decelerating. Motorcycles stop more quickly and are less visible than other vehicles, which makes them an added risk.

The Safe Ride generally warns drivers one to four seconds before the brake lights would and the strobe makes the motorcycle's presence obvious to drivers coming from other directions. If a motorcyclist eases up on the accelerator, for instance, but doesn't use the brakes, the light will come on until she speeds up again.

The Safe Ride light was originally created for boats and personal watercraft. The motorcycle version sells for \$199, plus \$50 for installation.

"At this price range, we don't think anyone will duplicate our product," Mr. Grzebielucha says.

Powersport Innovations, a four-year-old company, plans to sell the Safe Ride lights and other products nationally. They also produce full-wave waterproof radios. Mr. Grzebielucha says private investors have shown interest in helping the company expand with



brick-and-mortar locations in Iowa and California.

"Our goal is to at some point make this a public company," he says.

Mr. Grzebielucha debuted the Safe Ride light at Daytona Bike Week in March. So far, he's sold about 500 of the lights.

"The response I've gotten out of bikers is seven out of 10 love the idea," he said. "About 30 percent say, 'hey, I'm a tough guy. I don't need any extra lights on the back of my bike.'"

Sanibel resident Bill Terry, who will soon ride his BMW motorcycle to his part-time residence in Pennsylvania for the summer, had one installed last week at the Powersport showroom on Summerlin Road.

"It was basically my own self preservation," he said. "I wanted to last another day."

The lights are also sold on beseenatnight.com and at Horney's Custom Cycles.

"So much as been put into motorcycle safety after the fact," Mr. Grzebielucha says, such as helmets and other gear. "We believe this is one of the first products that (helps riders) avoid collisions."

The Florida Department of Highway Safety and Motor Vehicles says 9,205 motorcycle crashes in 2007 resulted in 550 deaths. ■



BATTEN & SHAW, INC.
GENERAL CONTRACTORS • CONSTRUCTION MANAGERS

Batten & Shaw, Inc. Is Seeking Bids From Qualified Subcontractors and Suppliers For The ADA Remediation Construction Project At:

**Fawcett Memorial Hospital
21298 Olean Blvd.
Port Charlotte, FL 33952**

Interested Parties Are Invited To Attend a Meet & Greet Project Information Meeting At The Following Location.

Where: Fawcett Memorial Hospital
21298 Olean Blvd.
Port Charlotte, FL
Phone: 941-629-1181

When: May 14, 2009
4:00pm to 6:00pm

Opportunity

Snacks and Refreshments Will Be Served!

Batten & Shaw, Inc., Fawcett Memorial Hospital, and HCA are committed to the development and implementation of initiatives to involve minority, women, and small-owned business enterprise firms in procurement opportunities for their ADA Remediation Construction Projects.

Project Descriptions:

Work consists of bring into compliance ADA items throughout various areas of the facilities and includes **But Not Limited To** Demolition, Framing, Drywall, Paint & Wall Covering, Flooring, Ceramic Tile, Signage, HVAC, Electrical, Plumbing and Sitework.

**Contact Chris Webb at 615-292-2400 ext. 303 with any questions.
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