

GOOD FOR THE SOUL

As we were spiraling in the unpredictable - establishing how to keep our factory open, team employed and colleagues safe, wrestling a wildly erratic supply chain, and distance-schooling our daughters - we found our family outside, connected and refreshed, biking together for the first time. Our girls went from tentatively riding on the street to tackling over 15 miles of trail with 1,500 feet of climbing with confidence and joy.

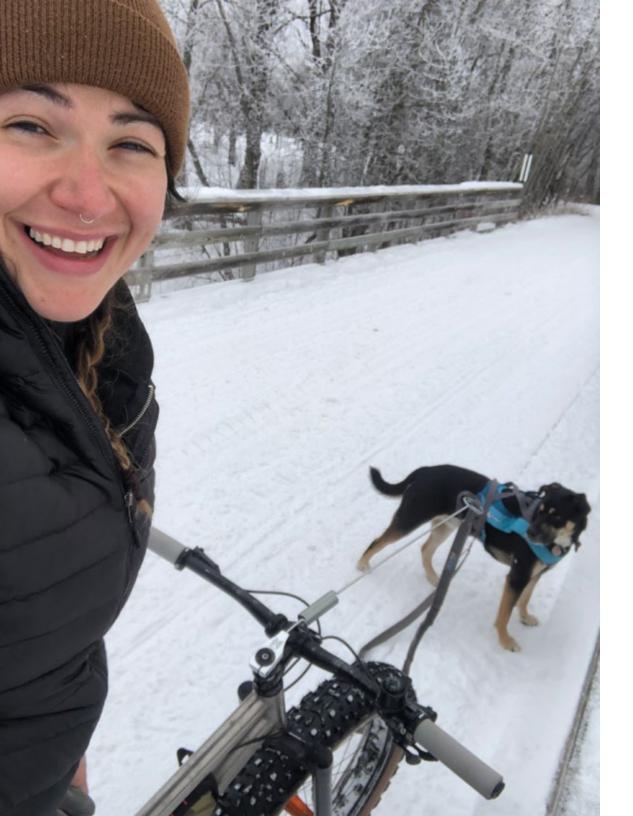
We invited our friends to come along too. Slow races, obstacle courses, jumps. Riding as a kid-pack became our weekend pandemic play-date. The more experienced learned to look at sand, ruts and bumps with fresh eyes to teach and encourage the more cautious or bruised among us.

Biking is for everyone and is good for the soul.

As we return to our routines, let's keep our bikes close and our friends and family closer. Let's celebrate and support the bike shops, dedicated volunteers, and enthusiasts who work to provide trails to ride and smiles to share across this wonderful sport.

Ann-Elise & Daniel Emerson





NEW TRADITIONS

Alexandera Houchin

Nagahchiwanong

//Cloquet, Minnesota, 20 miles west of the shore of Lake Superior along the St. Louis River

Winter creeps in slowly and with his arrival, he brings dark skies and long nights. I usually spend my winter hours in the gym lifting heavy weights to prepare for summer racing season, but tribal fitness centers were closed. What was I going to do? I thought that if I could find a few people to ride bikes with in my community, that would get me through the long nights.

But, how do you invite people to ride bikes on the snow when they don't have bikes? You convince the right people that we need a fleet of fat bikes in our tribal community.

I purchased 5-fat bikes to start our small fleet. I invited people from my tribal community to train for a local winter bike race; 5 women showed up. I believe that this is the start to something powerful and transformative here.

For many of us, riding bikes together was the only social interaction we had outside of our households in months. We spent 10-weeks training for a race. This was the first fat-bike race my niijikweg, (girlfriends) ever participated in. Everyone who started, finished the 15-mile trail race. The ride was big for me too, in a different way. This was the first time I ever got to share ceremony with other indigenous people before a race.

This was the year I really began to comprehend why "the race", whatever race, was so sacred to me. It was my contemporary way of practicing traditional Anishinaabe ceremony. It took a season at home to learn this truth. Although I loved being home, I longed for ultra races.

Ultra racing grand departs were canceled. I feared loneliness would consume me. Despite the distance, despite the canceled events, my ultra-friendships grew even closer. It was this year we turned our friendship into a family, creating our own holidays, starting traditions, and making commitments to each other.

PRODUCT INTEGRITY www.wetestlights.com







WATERPROOF

No you don't ride underwater - mostly, but water is the leading cause of light failures. We are the only lights in the industry that pass a 1 meter submersion for 30 minutes. Engineered to last and perform.

PROVEN TESTED PERFORMANCE

We measure and report lumen output in real-world testing, not theoretical values posted by others. We are the only brand to publish our lumen test results and the brand that pioneered the truth in lumen reporting by driving the industry to certify to the FL-1 standard.

BETTER BEAM

It is not just about lumens, it's where you put them. Our custom-engineered lenses and reflectors paint light where you want it, providing confidence and connection to your path.





SAFEPULSE - SAFER BY SCIENCE

30% OF ACCIDENTS ARE HIT FROM BEHIND

Overtaking collisions are 4 times more likely to be serious or fatal.

We did our research. *SafePulse makes you safer than blinking/flashing taillights by allowing drivers to accurately locate you, judge relative distance and safely pass.



Our commuter lights have the most powerful side markers in the industry



SAFEPULSE



HONEST LUMENS

We tell the truth and publish the tests results to prove it at www.wetestlights.com

LIGHT YOUR RIDE DAY, NIGHT, TRAIL, ROAD



SECA

The top reviewed trail lights year after year. "The beam pattern alone makes this the best handlebar light available due to its wide, even distribution and spill, says CrankJoy." Seca's Enhanced Trail Sight (ETS), delivers confidence for high-speed riding at night. There may be brighter lights on the market, but Seca's smarter beam design delivers a better riding experience in a lighter weight package.



VIS

Optimal road lighting for confidence when cars are about. Vis gives you plenty of light to see, while providing targeted amber light and red light to the sides to make sure you are seen at intersections where 70% of bike accidents occur.



VYA

Vya knows when you go. Smart lights that deliver remarkable power in an ultra-compact package designed for day and night safety. Vyas are super convenient for daily commuters with their USB blade mount.



BIKES - A CATALYST FOR CONNECTION

Rebecca Rusch

We experienced devastating pain this past year. As an athlete, I looked to my trail experiences to help guide me. Rich Roll once asked me, "what is your relationship with pain?" and my response: "pain is my teacher." It is through hardship and struggle that we strengthen, evolve and grow. This year, my evolution involved embracing stillness and leaning into one of my navigational handrails of "Less = More" with less travel, less movement and more personal, internal development.

2020 reminded us of the need for inspiration, purpose, movement and community. My team and I worked to meet those needs for people worldwide through Rebecca's Private Idaho and the Giddy Up Challenge. We educated and inspired people in 11 countries around the world. Through a revised and hybrid format, along with digital communities, people took control of their physical well-being, connected with a training community and rode with purpose. Bikes are a catalyst for connection, growth and good.



VISPRO1000 TRAIL OR ROAD

MODELS

MSRP

Color

Mounts Included

Side Lights

Go Light, Go Bright

Our premium compact light charges faster, mounts anywhere and delivers

Go Smart

- Run longer! Plug into any USB portable power source to extend your ride!
- One touch high/med toggle for fast climb to descents power adjustment
- Waterproof for All-conditions reliability





	•
VIS Pro 1000 Trail	VIS Pro 1000
\$134.99	\$124.99
Gravel	Blacktop
Quick Release Bar Mount, Helmet	Quick Release Bar Mount, &
Mount & GoPro Interface	GoPro Interface
Red	Amber

Charge Time (hrs)	2.	.5
Product Weight	121 g	ırams
Lumens	10	00
Lumen Output / Time (hrs)		
High:	1000	[1.5]
Med:	500	[3]
Low:	250	[6]
SafePulse:	500	[12]

VISHEADLIGHTS NOBODY DOES IT BETTER

Makes Us Feel Sad for the Rest

High-intensity side lighting, SafePulse mode for daytime, ultra compact and waterproof with modular mounting options.

Match This!

- SafePulse mode for daytime visibility with powerful amber side lights
- Waterproof to 1 meter (IP67)
- Accurate battery status indicator
- Included Mount(s): Bar mount
- Available Mount(s): GoPro mount and helmet mount









MODELS	VIS 1000	VIS 700	VIS 500	VIS 500
MSRP	\$89.99	\$69.99	\$49.99	\$49.99
Lumens	1000	700	500	500
Lumen Output / Time (hrs)				
High:	1000 [1.5]	700 [1. <mark>5</mark>]	500 [1.5]	500 [1. 5]
Med:	500 [3]	350 [3]	250 [3]	250 [3]
Low:	250 [6]	175 [6]	125 [6]	125 [6]
SafePulse:	500 [12]	175 [1 <mark>2]</mark>	125 [12]	125 [12]
Charge Time (Hrs)	6	5	4.5	4.5
Color	Trooper	Tundra	Onyx	Racer Red
Product Weight	121 grams	121 grams	121 grams	121 grams

VISHEADLIGHTS THE SMART WAY TO SEE AND BE SEEN

FL-1 Standard

Tested & Certified







2.5-6Hrs





1m



Battery Indicator

One of the only lights with an accurate battery status indicator and fast charge technology. We won't leave you in the dark.





See Better. Be Safer

Our side markers make you more visible and safer.

Modular System

GoPro mounts, helmet mounts, rack mounts, support for Barfly mounts, hand held - Vis is the most flexible mounting interface in the industry and works seamlessly without tools.

Waterproof (IP67)

Vis series lights are certified to IP-67 standards - they are tested to be fully waterproof to 1 meter for 30 minutes so you can confidently ride in any weather anywhere.



Be Safer with SafePulse™

Flashing/blinking lights destroy driver's depth perception making riders less safe. SafePulse allows the driver to accurately locate the rider and safely pass.





Micro USB convenience - charge from your cell phone charger or any standard USB brick.











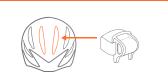






Stick-On Mount

Helmet Mount





VIS COMBO KITS

Front & Rear

With powerful side lights front and rear along with Safe-Pulse, Vis combos deliver superior safety and power so you can ride with confidence.

Combos - We Have You Covered

The most cost effective way to outfit your ride and style

"New" For Enthusiasts

We put out best foot forward with great savings on our best Vis lights.







MODELS	
Included Lights	
MSRP	

Vis 1000 Power Combo	Vis 1000 Combo	Vis 500 Combo	Vis 500 Commuter Combo
Vis 1000 + Vis 180 Pro	Vis 1000 + Vya Switch	Onyx + Vya Switch	Onyx + Vya TL
\$129.99	\$109.99	\$89.99	\$84.99



GROWING COMMUNITY

Ariana Milelli

Last year my training and goals switched up as my races got canceled. I spent a lot of time riding solo and focusing on myself, and reflecting on how I can get better as a rider physically and mentally. Without work, school, or team practices, I had so much more free time dedicated to riding. I spent time doing training blocks and working on my skills. My friends and I often challenged each other on Strava segments. The thought of racing again one day fueled my motivation.

My community came together when I organized a half-Everest attempt near the end of Spring 2020. My ride inspired others to get out that day and challenge themselves. I completed the attempt by summiting Mt. Diablo 5 times in one day. Covid closed the road to cars which was a blessing to riders.

Despite having nothing on the calendar to look forward to, going out on rides was refreshing and an excellent outlet. Having more people join the cyclist community has united us. When passing a fellow cyclist on the road or stopped at a junction during snack break, everybody is acknowledging and friendly. Sharing these stories across the bike community is humbling and encouraging.

VIS360 PRO SMART LIGHTING FOR YOUR HEAD





Elevate Your Commute

Wrapped in 360 degrees of protective light while laying down 600 lumens to the road ahead and 25 lumens to those behind - Go big and go home safely!





The Complete Package

- 360 degree cone of protective visibility the most visible bike light ever designed
- New, more powerful rear light (25 lumens) with SafePulse
- Front amber sidelights (Vis Adventure front light has subtle crimson sidelights)
- Waterproof for all-conditions reliability
- Compact system with secure quick release mounts
- Independent rear light control
- Included Mount(s): Front and rear helmet mount (Vis 360 Pro and Vis 360 Pro Plus), head strap (Vis 360 Pro Plus)

MODELS	VIS 360 Pro	VIS 360 Pro Plus
MSRP	\$129.99	\$139.99
Lumens	600	600
Lumen Output / Time (hrs)		
High:	600 <mark>[2]</mark>	600 [2]
Med:	300 [4]	300 [4]
Low:	150 [8]	150 [8]
Pulse:	150 [16]	150 [16]
Adventure Mode	70 [20]	70 [20]
Charge Time (hrs)	6	6
Product Weight	125 grams	175 grams



VIS360 PRO ELEVATE YOUR COMMUTE

FL-1 Standard

Tested & Certified













Smart - Depend on it!

Color indicator accurately reports battery status during use and while charging.



See Better, Be Safer

360 degrees of protective light combined with a powerful front spot and directional control.



Waterproof (IP67)

Waterproof construction eliminates the leading cause of bike light failure.

Trail or Road

Powerful rear red light can be turned off to preserve power for the trail. Balanced design feels light on your head.

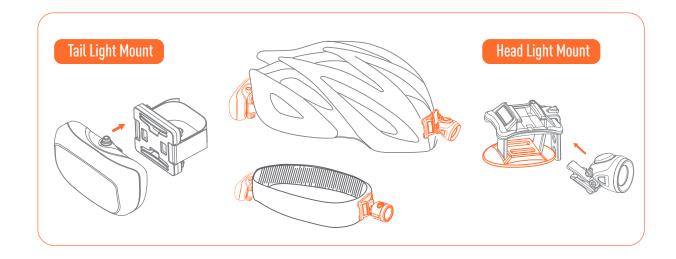
Flexible Tool-less Mounting

Easy mounting for a wide range of helmets with simple snap on/off mounting.



Rechargeable

Charge from your cell phone charger or any USB brick.



VISADVENTURE BIKE PACKING, BACKCOUNTRY SKIING, GRAVEL RACING

Itty Bitty Master Blaster

Vis Adventure is for outdoor junkies -lots of run time, lots of light in a super lightweight package.

For as Far as You Want to Go

- Long cable for flexible battery location
- Fully submersible including battery
- · Lots of mounting options from helmet to head to bar
- Batteries and charger sold separately or with kit (Compatible with 2,3, and 6-cell batteries)
- Included Mount(s): Helmet mount
- Available Mount(s): Bar mount, GoPro mount, Headstrap, Stick-on bar mount and Stick-on clip-in mount

Mounting Options

Easy mounting for a wide range of helmets with simple snap on/off mounting.

Eront ho	elmet mount
FIUILLIE	annet mount





Bar mount











MODELS	Vis Adventure
MSRP	\$69.99 (lighthead only)
Product Weight	50 grams

800







Lumen Output / Time (hrs)	2 Cell Battery (168g)	3 Cell Battery (205g)	6 Cell Battery (346g)
High:	800 [2]	800 <mark>[3]</mark>	800 <mark>[6]</mark>
Med:	400 [4]	400 <mark>[6]</mark>	400 [12]
Low:	200 [8]	200 [12]	200 [24]
Pulse:	200 [16]	200 [24]	200 [48]

Choose the kit that best suits your needs.



Lumens

Waterproof (IP67)

Waterproof construction eliminates the leading cause of bike light failure.



Choose your Power

Li-ion packs

2 cell - 2hrs on high 3 cell - 3hrs on high

6 cell - 6hrs on high

VISRANDO EXTENDED ADVENTURE

Touring adventures, gravel races and off-grid riding, Rando runs and charges while riding off remote power.

It's Magic - Rando Charges While Lighting

- 500 lumen output
- 3 hour run time at full power, 24 hours daytime pulse mode
- Rando are built exclusively in the USA!



MODELS	RANDO 500
MSRP	\$79.99
Lumens	500
Lumen Output / Time (hrs)	
High:	500 <mark>[3]</mark>
Med:	250 <mark>[6]</mark>
Low:	125 <mark>[12]</mark>
SafePulse:	125 [18]
Charge Time	5
Product Weight	121 grams



VIS 180PRO STILL THE BEST, DAY OR NIGHT





180 Degrees of Light

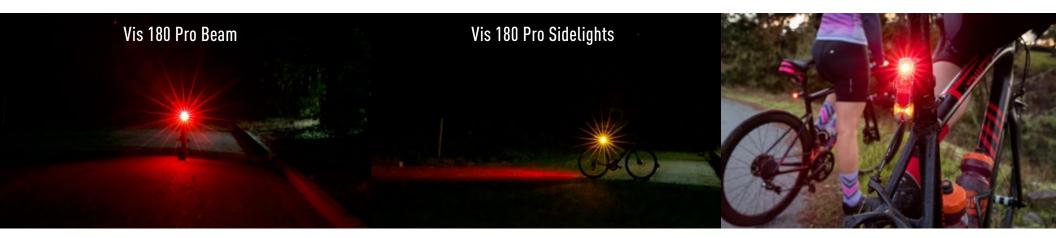
SafePulse protective beam and powerful side markers, pace line mode and secure mount, Vis does it best.

Be Vis-ible

- Daylight visible **SafePulse** mode
- Amber sidelights increase visibility at intersections
- Water Resistant for All-conditions commuting
- Paceline mode ideal for group rides
- Accurate battery status indicator



MODELS	Vis 180 Pro
MSRP	\$69.99
Lumens	150
Lumen Output / Time (hrs)	
High Solid:	150 [6]
High SafePulse:	150 <mark>[6]</mark>
Low SafePulse:	125 [<mark>12]</mark>
Paceline:	5 [32]
Charge Time	5
Product Weight	102 grams



VIS 180PRO STILL THE BEST, DAY OR NIGHT

FL-1 Standard

Tested & Certified





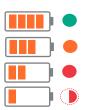






Battery Indicator

Dedicated indicator reports battery state of charge so you can plan ahead.





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Be Safer with SafePulse™

Flashing/blinking lights destroy driver's depth perception making riders less safe. SafePulse allows the driver to accurately locate the rider and safely pass.



Rechargeable

Micro USB convenience - charge from your cell phone charger or any standard USB brick.

Easy mounting with a range of options

Mounting Flexibility

Our custom optics create a wide beam visible from the sides, augmented by additional side mounted amber LEDs.

180 Degree Visibility



Seat Post Mount

Simple and secure seat-post mounting allows tool-free removal and installation between various bicycles



Aero Post Adapter

Mount your Vis 180 Pro to an Aero Seatpost



Rack Mount

Mount Vis 180 Pro or Vis Micro II to the back of a rack



Wide Beam Angle



Side Lighting



SECA LIGHT THE NIGHT RIGHT

The King

Seca is the most rugged and effective light for single-track. Waterproof, lightweight with powerful ETS beam.

Performs

- Broad ETS beam Enhanced Trail Sight
- Patented optics help to shape and direct the light
- Waterproof to 1 meter when plugged into the battery (IP67)
- Low profile mounting & GoPro support
- Race mode offers one-touch high/med toggle
- Compatible with full suite of Light & Motion battery packs
- Available Mount(s): GoPro mount and stick-on mount





MODELS	Seca Enduro	Seca Race
MSRP	\$399.99	\$324.99
Lumens	2500	2000
Lumen Output / Time (hrs)		
High:	2500 [2. 5]	2000 [1. <mark>5</mark>]
Med:	1250 [5]	1000 [3]
Low:	625 <mark>[10]</mark>	500 [6]
Pulse:	625 <mark>[20]</mark>	500 [1 <mark>2</mark>]
Race Hi:	2500 [2.5]	2000 [1. <mark>5</mark>]
Race Lo:	1250 <mark>[5]</mark>	1000 [3]
Charge Time (Hrs)	5	2.5
Product Weight	495 grams (6 cell)	355 grams (3 cell)



SECA COMP THE LEADING ALL-IN ONE

Built for Adventure

ETS beam, Waterproof, USB rechargeable. Battery integrated compact design.



Devil is in the Details

- Enhanced Trail Sight (ETS): The best beam out there.
- Waterproof construction submersible to 1 meter (IP67)
- Custom ETS optics combine a powerful spot with diffused flood beam
- Illuminated power button with multi-color battery status
- Race mode offers one touch high/med toggle
- Versatile mounting options including GoPro interface

MODELS	Seca Comp 2000	Seca Comp 1500	
MSRP	\$229.99	\$159.99	
Lumens	2000	1500	
Lumen Output / Time (hrs)			
High:	2000 [1.5]	1500 [1.5]	
Med:	1000 <mark>[3]</mark>	750 [3]	
Low:	500 [6]	325 [6]	
Pulse:	500 [9]	325 [9]	
Race Hi:	2000 [1.5]	1500 [1.5]	
Race Lo:	1000 [3]	750 [3]	
Charge Time (hrs)	4	4	
Product Weight	216 grams	216 grams	



SECA COMP COMPACT POWER

FL-1 Standard

Tested & Certified





1.5-9 Hrs







1m



Enhanced Trail Sight (ETS)

Beam optimizes visibility and provides illumination for extreme trails.



Battery Indicator

Colored LED indicator underneath the main button clearly displays battery levels during use and charging so you can plan ahead.

Travel Lock

Prevents light from turning on during transport in your gear bag.



100%

75%

50%

• 25 %

10 %

5%



Rechargeable

4 hrs charge off 2A USB.



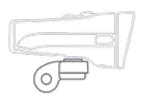
Waterproof

Seca Comp lights are certified to IP-67 standards - fully waterproof to 1 meter.

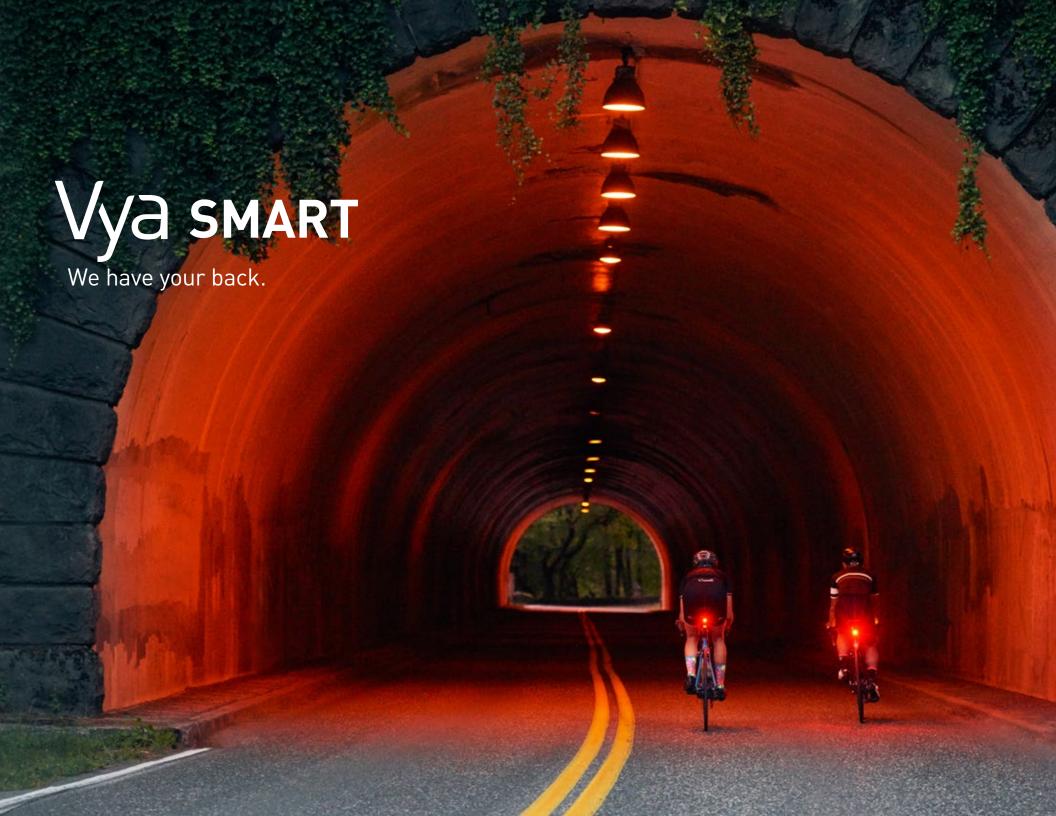


Accessory GoPro mount extends your mounting flexibility.





GoPro Mount



Vya Switch CONTROL ON THE GO



Go Ahead, Press your Button

Vya goes and goes, pumping out 100 lumens for 6 hours. Quick to recharge with its patented USB blade mount. SafePulse dramatically improves an overtaking driver's ability to accurately locate and safely pass.



- 100 lumens we have your back and side
- Ultra low profile mount fits more places
- The convenience of Vya with button control & 3 modes
- Waterproof to 1 meter (IP67)
- Cable-free direct USB thumb drive charging
- Bio-renewable construction
- Seatpost mount



MODELS	Vya Switch TL		
MSRP	\$44.99		
Lumens	100		
Lumen Output / Time (hrs) High: SafePulse on High: SafePulse on Med:	50 [4 (solid)] 100 [6] 50 [12]		
Charge Time	2		
Product Weight	30 grams		





ver 2km

Smart

SafePulse, auto-sense control, biorenewable construction, and cordless USB charging.



- Powerful output certified to the FL-1 standard
- Smart sensor activates light when motion is detected and adjusts mode for optimum safety
- SafePulse maximizes day and night safety
- Amber side lighting increases visibility at intersections
- Waterproof construction to 1 meter (IP67)
- Cable-free direct USB thumb drive charging
- Bio-renewable construction
- Bar mount (HL) and Seatpost mount (TL)









MODELS	Vya Pro Smart HL	Vya Smart HL	Vya Pro Smart TL	Vya Smart TL
MSRP	\$49.99	\$39.99	\$49.99	\$39.99
Lumens	250	150	100	50
Lumen Output / Time (hrs)				
High:	200 [2]	-	-	-
Med:	-	-	-	-
Low:	-	-	-	-
SafePulse:	250 [6]	150 [10]	100 [6]	50 [8]
Charge Time	2	2	2	2
Product Weight	30 grams	30 grams	30 grams	30 grams





THE SAFER BETTER BIKE LIGHT

FL-1 Standard

Tested & Certified











1m



Sensor Control

Smart technology senses motion turning the light on/off automatically. The Vya Pro HL knows to pulse in the daytime, remain steady at night



Side Lights

70% of all cyclist/motor vehicle collisions are from the side, stay safe with amber side lights on the Vya series.



COMBO KITS

Vya Pro Combo Vya Pro Smart HL + Pro TL





Direct USB Charging

No cables - direct USB charge fits in your pocket.



Submersible to 1 meter when attached to mount.



* Available mounts





GoPro Mount



Be Safer with SafePulse™

Flashing/blinking lights destroy driver's depth perception making riders less safe. SafePulse allows the driver to accurately locate the rider and safely pass. Be Safer with SafePulse.

Vya Pro TL Seat Post Mount



Vya TL Seat Post Mount



Underseat Mount







VISE ITTY BITTY E-BIKE BLASTERS

Meaningful Light for Speedy Commutes

Vis E-HL's powerfully focused beam and Vis E-TL's ultra-visible rear SafePulse light makes for better biking. Lots more light than stock lights, as much as 2 to 3 times more lumens to the road.



Upgrade Now

- Daylight visible pulse mode
- Amber side lighting increases visibility at intersections
- Waterproof construction to 1 meter (IP67)
- Variety of eBike specific mounting solutions
- Designed to seamlessly integrate into an eBike's 6V to 18V on-board battery such as Bosch and Shimano systems
- 0.6A peak current draw on high power with 12V system, 1.25A peak current draw on high power with 6V system
- Plug and play with third-party adapters from select brands
- Bar mount, GoPro mount and Tuck Seat Post Mount
- Available Mount(s): Vis E Bosch Bar Mount, Fender Mount included
- Vis E are built exclusively in the USA!

MODELS	Vis E-800	Vis E-500	Vis E-TL
MSRP	\$99.99	\$79.99	\$54.99
Product Weight	65 grams	65 grams	65 grams
Lumen			
High:	800	500	25
Med:	400	250	-
Low:	200	125	-
Pulse:	200	125	25
6V	244A 14.61w	1.46A 8.77w	.36A 2.16w
12V	104A 12.51w	.71A 8.53w	.18A 2.16w



VISE THE AFTERMARKET E-BIKE LIGHTS

FL-1 Standard

Tested & Certified







Premium Performance

Custom engineered micro-peened reflector optimizes the light to provide a smooth, even beam that focuses the light exactly where you need it

Side Lights

Innovative amber side lighting increases overall visibility on the road, especially at intersections



Waterproof (IP67)

Integration with e-Bike

Bosch and Shimano systems.

Waterproof design provides all-weather reliability (submersible up to 1 meter)

Designed to seamlessly integrate into an

eBike's 6V to 18V on-board battery such as

Tail Light Mounting Options



Seatpost Mount



Underseat Mount



4ft long light cable

Headlight Mounting Options



GoPro Mount



Bar Mount



Stem Mount



Fender Mount



Bosch Mount



Barfly Mount

CONTACT US

For more information on our products, marketing support or in store displays.

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- https://lm.tl/lmiyoutube

