



FOR IMMEDIATE RELEASE

February 1, 2018

Contact: Semyon Filippov

Email: ask@arara.bike

Arara to begin pre-orders for revolutionary new product

"Arara: The bike light that never runs out of battery"

Kemerovo, Russia – After years of preparation and beta testing, Arara is proud to announce the development of its battery-free lights to illuminate cycling wheels. Designed and directed with night commuters in mind, Arara uses magnetic power to illuminate the wheels for cyclists in urban landscapes. Instead of relying on inconvenient taillights positioned behind the cyclist, Arara brightens up the entire wheel, ensuring that drivers can easily spot cyclists on the road, especially during the twilight hours and at night. Unlike previous designs, Arara boasts a revolutionary battery-free lighting system, so the user would never have to worry about battery life or the battery not working in low temperatures. Arara's magnet is attached to the bicycle's frame and fork. It lights up the wheel when the cyclist begins pedaling and dims down when at rest.

Compatible with any standard-sized bicycle spoke, water and dust-resistant, and available in a variety of colors, Arara has no moving parts, meaning that there's little that can break within the device. Founder and designer of Arara, Semyon Filippov, expanded upon the need for these cycling lights stating, "commuting to and from work should be a safe endeavor, and as Arara illuminates the whole bicycle wheels from any angle, it provides that extra safety for commuters." The Arara fundraising campaign launches on February 13 on the Indiegogo crowdfunding website. Early subscribers will get 20 % off the price of Arara.

###

For more information visit: <https://arara.bike>

Full media kit: <https://arara.bike/arara-media-kit.zip>