

Punta Gorda, July 1th 2016

## Enhance your visibility

### Dear Customer and Friends of *pedelec* SQB Electric Bicycle Store

Imagine this: You are riding nicely along a road. Ahead you see a junction coming up. After a look back you know there is a car coming up. Probably by the time you have to take that left turn ahead the car will catch up. Even though you are an experienced bicyclist, there is always a little man in the back of your head saying: “Hopefully that driver becomes aware of my hand signal for that turn.”

Don't have to worry this time, because you are wearing your new bicycle gloves. They feel good. And you even did hope that there would be a car coming up behind you, when you take a turn. This time you are totally cool, stick out your hand and press your thumb against your second finger.

Two things happen now

- a) For sure: Your turning signal bike glove starts blinking as bright as a car blinker.
- b) Probably: The car driver almost triggers his airbag. Because for the first time in his life he sees a bicyclist with a proper blinker signal indicating their intention to turn.

So my favorite chat-up line to anybody who enters the shop lately is: “Ask me where I am going!” When people, some a bit dismayed, do as I ask, I do not talk as an answer. I just turn my back, hold my arm out as if I would like to signal a turn and activate the Zackees turn signal glove.

The following are common statements from customers: “Whoa! So cool!”, “Something like that I should have had long ago.”, “Why did I not invent this!”

The Zackees turn signal glove is a high quality product!



Also now available are two new T-shirts that will out you as an electric bicyclist



"They are among us."  
Fine cotton Shirt at 23\$



"I love Electric Bicycle Punta Gorda"  
Performance fabric at 29\$

That's it about news from the scene and from pedelecSQB before the summer break. Our next newsletter will be sent out by the end of September. Then hopefully with some interesting info about news from the *Interbike* bicycle expo taking place September 21 - 23, 2016. Until then, as always ...

Come in and find out!

Sincerely yours

**Phil Pfaeffli**  
Team pedelecSQB