



## OUR VIEW ON FLASHING BRAKE LIGHTS

Badlands does not produce any kind of flashing brake light device, as we do not believe in this concept. We first looked at this all the way back in the 90's, and decided to not do it for several reasons:

- 1) While the flashing can get a following driver's attention, it can also confuse them leading to longer reaction times. They see it and go "What the heck is up with all that flashing? OH CRAP, I'm supposed to be braking!"
- 2) Experienced riders are taught to flash the brake lights themselves whenever they need to signal trouble or danger ahead. If your lights are flashing EVERY TIME you touch your brakes, you have no way to signal a real issue or emergency ahead.
- 3) For folks that ride in groups / packs, and who have to be on and off the brakes frequently to maintain spacing, the continual flashing becomes distracting to following riders. This is especially true on a mountain or winding road, which are of course the most fun to ride, so we spend a lot of time on them!
- 4) When applied to turn signals, a view from the side can lead to confusion with the turn signal flashing.

All that being said, we DO strongly believe in converting the rear turn signals to run/brake/turn function with our Illuminator module. This adds much more visibility to the rear, and creates the 3-light triangle brake light that car drivers are used to seeing. Since our Illuminator modules use our Optimized Modulation technology, they produce a very distinct intensity difference from run to turn/brake, with any type of light source. We have found that this method, along with using a good bright set of rear LEDs such as our Radiantz Retros inserts and Ride Time Technology products, creates the most effective brake light possible.

Ride Safe!

The Staff and Management of Badlands Motorcycle Products, Inc.