

19<sup>th</sup> October 2022  
Media Release

## ALL NEW FLY12 SPORT

### **Cycliq launches the worlds most advanced light and camera cycling safety system, the Fly12 Sport.**

In 2012 Cycliq invented the world's first always recording cycling safety system. Today, Cycliq builds on this legacy with cutting edge technology in an aerodynamic, lightweight package, announcing the Fly12 Sport.

The Fly12 Sport is a front mount camera and light safety system designed to empower cyclists night and day with the knowledge that someone is always watching. Cycliq was born out of a need for a convenient, reliable safety asset that would give all cyclists peace of mind, returning a sense of confidence that has slowly diminished over time as road usage has increased.

The new Fly12 Sport captures continual, clear, sharp footage, while illuminating the road ahead with industry leading light technology.

Building on the success of the Fly12 CE forward facing camera system, the Fly12 Sport brings market leading battery life and super sharp QHD video in an ultra-light weight package.

Camera quality, usability, battery life and overall unit size were the key motivating factors in the design and construction of the Fly12 Sport.

The Fly12 Sport continues our commitment to quality, versatility and class leading performance.

*"Since we first emerged as industry leaders in cycling safety technology, Cycliq has continued to expand and improve its offering. We are thrilled to add the new Fly12 Sport to the list of must-have cycling safety products."*

*"With the Fly12 Sport on board, cyclists can enjoy the journey knowing that they'll be able to see the road ahead and continuously record their ride. Should it ever be required, video evidence can be easily recovered from the on-board microSD card," Michael Freiberg, Cycliq Chief Product Officer and 2019 Australian Road Race Champion.*

#### **Here's what's new about the Fly12 Sport:**

- Our smallest, lightest Fly12 design ever - 148g. (25% lighter than the Fly12 CE.)
- QHD camera: capture clear footage at up to 120fps.
- Additional functionality via an intuitive rear OLED screen.

Size, video quality and ease of use were all paramount in the upgrade process, resulting in a 25% decrease in weight, 3x upgrade in resolution capture and addition of the OLED control screen.

No matter where or when cyclists ride, the Cycliq Fly12 Sport will continue to provide unparalleled safety features, including but not limited to;

- Complete visibility: the built-in light allows the user to navigate even the darkest nights.
- Maximum accountability for all road users.

The Fly12 Sport is your companion on the road with up to 7 hours continuous recording in camera only mode.

We believe that everybody has the right to feel safe on the roads and we understand that simplicity and enjoyment is at the core of most people's cycling journey.

That's why we built the Fly12 Sport, the most user-friendly cycling safety camera on the market.

For more information and approved images please visit our [press room](#).

Media test units can be reserved by emailing [marketing@cvcliq.com](mailto:marketing@cvcliq.com)

\*\*\*ENDS\*\*\*

### About Cycliq

*Cycliq is a cycling safety company based in Perth, Australia, that produces the original all-in-one light and camera safety system, the rear-facing Fly6 and front-facing Fly12 Sport.*

*The Fly bike cameras integrate powerful safety lights and are engineered with multiple safety functions to give cyclists peace of mind, so they can enjoy their ride. In the event of an incident, the cameras act as dashcams, recording everything that happens for later review. The powerful safety lights provide improved visibility on the roads. More than 160,000 Cycliq products have been shipped around the world to over 50 countries since the company was founded in 2012.*

### UpRide.cc

*There are three things that can change the safety equation for bike riders. Raising **AWARENESS** of how big the problem is. Generating real world **INFORMATION** on cycling black spots and driver behaviour, informing and influencing planning decisions. Gathering evidence needed to increase the **PROSECUTION** of bad drivers.*

*[UpRide.cc](#) is a global cycling incident database that uses geotagged video evidence to make cycling safer. Video is the only thing that provides a true picture of cycling safety incidents. UpRide incorporates time and location stamped video to curate a truly powerful and literal picture of the state of cycling safety globally.*

*With an increasing number of people riding with bike cameras, we intend to paint a picture so powerful it can't be ignored. On average, over 30,000 people are killed on our roads every year. Our mission is to be an essential building block in decreasing that number.*