

BIG BIKE PARTS®

NEW PRODUCT RELEASE

Form Follows Function on New Focus™ Driving Light



Rice Lake, WI – The old adage of form follows function is a daily philosophy at Big Bike Parts®. New products would be easy if you could always get the best function or performance out of the most outrageous designs, but in reality if you want a great part it needs to have a balance between the best function and the best design. Quite often someone introduces a new light that looks cutting edge, but performance is lacking due to functionality taking a back seat to design. In the design of Big Bike Parts® new Focus™ LED Driving light they worked hard to blend these two elements together for the best product possible. Big Bike Parts® has an entire DOT/E-Mark testing lab, so when it comes to light design, they work to meet or exceed DOT and E-Mark standards while integrating the best form to achieve those standards. The compact design of the new Focus™ 3 1/2" Driving Light, created some challenges, but with refined design and the latest technology assistance from CREE, Big Bike Parts® created an exceptional product that functions better than lights that are twice the size and achieved a design that leads the market. Big Bike Parts® has already combined their exceptional DOT Compliant Focus™ Driving Light into 28 different fitment kits. The 8 mm stud easily mounts to existing light bars, making replacement of older outdated lights a simple process of adding exceptional functional lighting with an illumination envelope over 1000 feet down the road. These Focus™ Driving Lights are an incredible value at \$149.95 each.



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