



**FOR IMMEDIATE RELEASE**

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## The Urban Customer Satisfaction Program

**Monterey, CA Dec. 19th, 2011** - Light and Motion has discovered a firmware bug in a limited number of 2011 Urban lights (that were built between August 2011 and December 9th, 2011) that may cause them to shut down prematurely even though the battery is charged. The issue is easily corrected but requires Light and Motion engineering staff to update the firmware in the lights.

We take quality very seriously and want to ensure each and every customer who has invested in our company feels completely satisfied with our products. We encourage every customer who may have experienced this issue with an Urban light to return it to Light and Motion at our cost. We will automatically upgrade you to the next most powerful light within the Urban product line, at no charge. For example, any customer with an Urban 180 will receive an Urban 300. Urban 300 customers will receive an Urban 500 and Urban 500 customers will have their light fixed and will receive a free Vis 180 taillight.

To upgrade your light and get back on the road please email: [bikeservice@lightandmotion.com](mailto:bikeservice@lightandmotion.com) or call direct [831.250.6286](tel:831.250.6286). Our Customer Service Team will issue a Return Merchandise Authorization (RMA) number and a Call Tag for return shipment to Light and Motion. Please return your Urban to us by May 1st, 2012 to take advantage of the upgrade/free product offer.

We expect to turn these upgrades around in seven (7) to ten (10) business days upon receipt of your light.

On behalf of our entire team, we appreciate your patience during this inconvenience and look forward to your continued support of Light and Motion and our dealers.

### About Light and Motion

We are outdoor enthusiasts who tread lightly by designing and building our products locally in Monterey, California. Our drive to have a small footprint on the planet has rewarded us with numerous accolades including the 2011 "Cool California Award" for greenhouse gas reductions, the 2008 "California Small Business of the Year" award, and W.R.A.P. award for reducing our waste stream 5 years in a row. We care about building a great product that embodies the essence of our company. [www.lightandmotion.com](http://www.lightandmotion.com)