FOR IMMEDIATE RELEASE

Bike Brite® Debuts the New Look and Feel of its Chain Lube!

Cleveland, OH (April 26, 2016) – The legendary Bike Brite Inc., makers of the #1 selling motorcycle spray wash, just announced its new packaging for its Chain Lube.

Bike Brite® changed the packaging label to reflect the new logo and design. It has also moved to more of a drying style lubricant and increased the size from a 6 oz to a 9 oz aerosol can while maintaining the same price. Our Chain Lube is an essential product for riders to protect their chains and linkage, "says Joe Coviello, owner of Bike Brite Inc. We are excited that we have updated the look and feel of the product to compliment our entire line."

Chain lube is a semi dry spray on lubricant that can be used on chains and linkages for Motorcycles, Motocross bikes, Quads, Scooters, Snow Mobiles, Bicycles and much more.
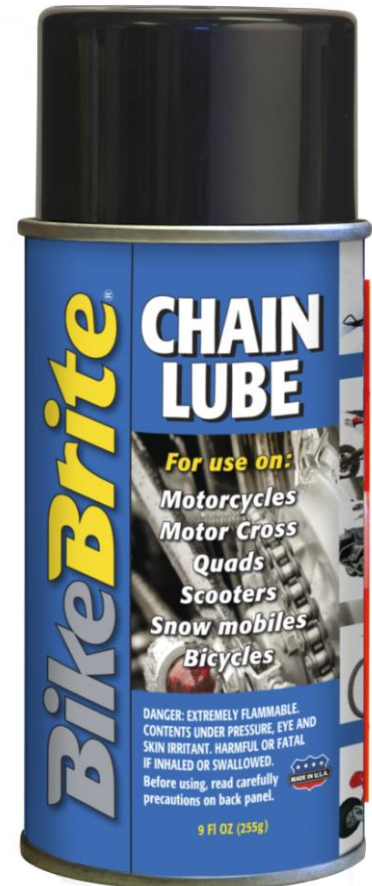
About Bike Brite®:

Ride Hard, Clean Easy.
That's a promise from Bike Brite®.

Since 1992, Bike Brite® has manufactured high quality Motorcycle, ATV, UTV, Bicycle and Automotive Appearance Products in a variety of categories. Bike Brite® products are American-made and include a money-back guarantee.

Joe Coviello is Bike Brite's owner and president, and also a lifelong motorcyclist. He partnered with the worlds largest wax maker for automobiles, Blue Coral® to develop Bike Brite's flagship *Motorcycle Spray Wash*. Tested and approved by the Motorcycle Riders Club of America, Bike Brite® is one of the most popular brands in the motorcycle market with over 23 different products.

The crew at Bike Brite® has long been considered motorcycle grime experts. They not only research and test materials, but as experienced riders they are able to formulate products that are easy to use, work fast and deliver show-quality results every time. They do most testing at their own facility and often use third party labs to help support research and development. They believe that owning a motorcycle is an investment and it's important to protect it and keep it looking new.

If you're looking for quality motorcycle cleaning supplies, visit our website.