

# **BikeBrite** **Ride Hard. Clean Easy.**

For immediate Release:

It's not unusual these days for a company to pop up out of nowhere, shoulder its way into a market with flashy advertising and cheap products, and then vanish when everyone notices its products are nothing special. So when a company has been around for a quarter-century you can bet the products it makes are worth buying, like those from Bike Brite, which is celebrating its 25<sup>th</sup> anniversary selling high-quality motorcycle, ATV, and UTV appearance products.



Bike Brite got its start when owner and President Joe Coviello got tired of spending precious riding time cleaning his motorcycle and went looking for a better way. The answer was to team up with the world's largest makers of automobile waxes, Blue Coral. This led to the creation of Bike Brite, today one of the most popular brands in the motorcycle market with over 22 different appearance products.

Why do Bike Brite products outperform the rest? "We research the finishes and materials used on today's motorcycles," says Coviello, "and we're riders ourselves, which makes us road grime experts, I guess. That's how we've been able to formulate products that are easy to use, work fast, and deliver show-quality results every time."

Coviello adds that Bike Brite products are good not only for your bike, but for the environment, too. "Bike Brite products are safe," he says. "We invest in ingredients that are non-corrosive, pH balanced, non-acidic, VOC compliant and often biodegradable. We do much of our own testing at our own facility and often use third-party labs to help support our research and development. We spend a lot of money on R & D before a product is placed in the market."

Unlike me-too products that come in different packaging but all contain the same ingredients; Bike Brite has developed some unusual formulas that make them standouts in the market. They're formulated exclusively with motorcycles in mind, and to quickly and easily clean and protect all the surfaces on a motorcycle. "Let's face it," Coviello says, "a motorcycle is an investment these days and it's important to keeping it looking as good as it did on the day you purchased it."

Bike Brite products are American-made and include a money-back guarantee. As Coviello says, "Nobody has time for products that don't work. You can pay more, but you won't get more quality than Bike Brite in price and performance. That's a promise."

Bike Brite's motto is Ride Hard, Clean Easy. Celebrate Bike Brite's 25<sup>th</sup> anniversary by ordering a free retail display from Parts Unlimited or Drag Specialties with a minimal order. And see the entire Bike Brite line of motorcycle, ATV, and UTV products at [www.bikebrite.com](http://www.bikebrite.com), [www.facebook.com/bikebrite](https://www.facebook.com/bikebrite), [www.youtube.com/bikebrite](https://www.youtube.com/bikebrite), [www.twitter.com/bikebrite](https://www.twitter.com/bikebrite).

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