

FOR IMMEDIATE RELEASE

Bike Brite® Debuts New Bike Brite Spray Wash Travel Size

Cleveland, OH (March 15, 2016) – The legendary Bike Brite Inc. just announced the new packaging for its award winning Motorcycle Spray Wash Cleaner and Degreaser.

The new packaging is a 16.9 oz bottle for easy storage in your saddle bag to take along for the ride. “We developed the new container in response to customer feedback about supplying a more versatile, cost effective way to allow bikers to take Bike Brite along for the ride to those motorcycle rallies, says Joe Coviello the owner of Bike Brite, Inc.”

The triple action formula of Bike Brite’s flagship product, *Motorcycle Spray Wash*, easily cleans, washes and degreases all bike parts. It is specially formulated for motorcycles and motorbikes. It is biodegradable, non-acidic, pH controlled and contains corrosion inhibitors, as well as special brighteners help keep rust and grease from forming. It is recommended and approved by The Motorcycle Riders Club of America with a 92% approval rating.





About Bike Brite®:

Ride Hard, Clean Easy.

That's a promise from Bike Brite®.

For over 25 years, 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 products in the motorcycle market. The company has 23 different products in total that all do a specific job in detailing your ride.

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.