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

FOR IMMEDIATE RELEASE

## **Bike Brite® Debuts New Comfort-Grip Container for *Motorcycle Spray Wash***

Cleveland, OH (July 7<sup>th</sup>, 2014) – The legendary Bike Brite Inc. just announced the new comfort-handle packaging of their #1 selling product *Bike Brite® Motorcycle Spray Wash*.

The new packaging has a comfort-grip for easier handling during use, as well as a super foaming sprayer for precise application. “We want to emphasize that our customers will enjoy the same cleaning action with our new sprayer and bottle that they have been accustomed to over the years” says Joe Coviello, owner of Bike Brite Inc. “We developed the new container in response to customer feedback about supplying a more comfortable, easy to use bottle. The changes we’ve made are simply to make the application process easier, faster and more comfortable.”

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.



More information at [www.bikebrite.com](http://www.bikebrite.com), [www.facebook.com/bikebrite](https://www.facebook.com/bikebrite), [www.twitter.com/bikebrite](https://www.twitter.com/bikebrite), [www.youtube.com/bikebrite](https://www.youtube.com/bikebrite).

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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 22 different products and 15 trademarked names.

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.