



White Lightning Expands Line of Specialty Lubricants

Bay Shore, New York (September 2009)—It's okay—ride through puddles, cross that muddy stream bed or go the distance down a long desert highway. The folks at White Lightning, the company that invented the industry's first and only "self-cleaning" chain lubricant, have expanded their line. Clean Ride™, Wet Ride™ and Epic Ride™ are specifically formulated to lube and protect your bicycle during dirty, wet and endurance rides. They'll ensure optimum drivetrain performance while significantly extending the life of chains, cog sets, chainrings and derailleur's.

Clean Ride

Fans of "White Lightning: The Original Self-Cleaning Lube," shouldn't panic. It's been renamed "Clean Ride." It's still the same great self-cleaning dry wax lubricant that flakes off when trail dirt and road grime enter the wax structure. This patented process keeps chains clean and virtually eliminates abrasive wear. The dirtier the ride, the more active the shedding action – so be sure to reapply after especially gritty rides. Clean Ride is recommended for anyone who wants to spend less time cleaning and more time riding. It's also good for people with better things to do with their money than spend it replacing a chain or worse yet, the cogs and chainrings that mate with a worn out chain. And clean freaks who use Clean Ride need not worry about their greasy chain soiling their hands or leg or worse yet, the inside of their car.



Wet Ride

Wet Ride is a heavy bodied, waterproof lubricant that counteracts the effects of mud and crud on the chain. It has anti-corrosion additives that prevent rusting even when subjected to snow or sleet, heavy fog or coastal salt-air. Wet Ride is made using only premium synthetic oils and water repelling polymers. The result is a lubricant with unmatched film strength that lasts through the longest rides and ugliest weather conditions. Because Wet Ride is so durable, it's a popular choice for off-road cyclists who are faced with muddy conditions. It's also beloved by road cyclists seeking optimum performance over ultra long distances. That's because it eliminates drivetrain noise, delivers super smooth shifts, offers unmatched lubrication intervals and provides total protection against water.

Epic Ride

Epic Ride is an excellent all-conditions bicycle lubricant that satisfies the demands of road and off-road cyclists. White Lightning's product development team created a unique petroleum-free formulation for long haul durability. What you won't get is the excessive grime build-up common with conventional synthetic and non-synthetic wet-style lubricants. Epic Ride is a superior chain lube that also works great on derailleurs, cables, brake and shifter pivots. And Epic Ride will smooth out stanchions and rejuvenate suspension seals and wipers too. It's a "lube-and-go" product, so no chain preparation or dry-time is required. Just apply and you're off!

About White Lightning

Although White Lightning Clean Ride has grown to become the single best selling bicycle lubricant in the USA and enjoys strong sales and popularity in over 15 countries, White Lightning remains a small and passionate company. The White Lightning team is focused on making each and every product to very exacting standards. Founder, Paul Maples, gets a lot of the credit for White Lightning's great



products. He's a retired chemist who was determined to find a way to end the messy inconvenience and performance inefficiencies caused by the dirt, grease and grime build-up on his chain. In 1994, he set out to develop the first and only chain lube that would "self-clean." Clean Ride is that product, the original White Lightning chain lube. Since then, Hank Krause, a man passionate about all things cycling, has taken stewardship of the company. Hank and his team in Bay Shore, New York, have continued Paul's mission of creating innovative cycling products and making the ones on the market better than ever. Online at www.whitelightingco.com.

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