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For Immediate Release

**INTRODUCING WHITE LIGHTNING CHAIN JOHNNY:  
TRANSPORT BICYCLES WITH NO DAMAGE, NO MESS**

**Bay Shore, New York** — The new White Lightning Chain Johnny solves the problem of how to transport bikes without making a mess. Anyone who has ever loaded a bicycle into their car probably has battle scars on their upholstery: a tear from a sharp gear or a messy grease stain. Now, White Lightning's cover protects both rides—the vehicle's interior and the bicycle's drivetrain.

The Chain Johnny uses a rip-resistant, 2-ply rubber/nylon material which protects the inside of a car much better than old-school methods such as towels or rags. It is also water resistant to protect the drivetrain itself when transporting bicycles on vehicle-mounted bike racks or storing them in the garage during the winter. Apartment and college dorm dwellers are also using the Chain Johnny to shield their greasy chains when storing their bikes indoors.

The Chain Johnny's unique drivetrain shape and VELCRO® closures make installation a no-brainer. Simply slip the Chain Johnny over the front gear, then the chain and finally the rear derailleur. Seal it all up using the Chain Johnny's Velcro closures.

"The Chain Johnny was invented (patents pending) by David Bolch, former professional team soigneur to the Saturn, US Postal and Discovery Channel cycling teams," said Hank Krause, president of White Lightning. Krause continued, "Dave is a true visionary. His long tenure in tour cycling gives him tremendous insight when it comes to understanding what cyclists need. He has been selling chain sleeves to professional cyclists and high-end shops for the past 3 years. With White Lightning's global reach, we're eager to bring the Chain Johnny to a worldwide audience."



The White Lightning Chain Johnny fits all road and mountain bikes. Available at specialty bicycle shops nationwide and in select international markets. The MSRP in the United States is \$19.99.

### **About White Lightning**

Founded in 1994, White Lightning products have grown to become recognized and known globally as the brand that means “clean riding.” When Hank Krause purchased White Lightning in 2000, his team continued White Lightning’s tradition of innovating products that make bicycles work better and last longer. The company enjoys a leading market position in over 30 countries. Visit [www.whitelightingco.com](http://www.whitelightingco.com) for more information.

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