



# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

## **BEL-RAY ANNOUNCES NEW CONSUMER DISTRIBUTOR IN THE UKRAINE**

**August 4, 2008**—Bel-Ray Company, Inc. is pleased to announce that it has partnered with Al'Yans as its exclusive distributor in the Ukraine for Bel-Ray's renowned range of high performance motorcycle lubricants.

### **About Al'Yans**

Al'Yans is a well known and respected distributor in the Ukraine who possesses exceptional knowledge and presence in the motorcycle market. Al'Yans currently distributes tires, parts and accessories and looks forward to adding Bel-Ray products to their line of high quality merchandise. The office headquarters is in Kieve, Ukraine. However, Al'Yans operates many dealer shops across the country. Al'Yans is a member of several motorcycle clubs and works directly with service centers and motorcycle shops throughout the Ukraine. Al'Yans is also the official sponsor for several national races including the Ukraine Motocross Championship.

### **About Bel-Ray**

Bel-Ray's line of high performance motorcycle lubricants has been a major part of the motorcycle industry for more than 50 years. Thanks to outstanding products, such as the unique Bel-Ray Super Clean Chain Lube and Bel-Ray's exceptional Foam Filter Oil, Bel-Ray is one of the world's most recognized oil brands. Bel-Ray's innovative research and development continues to provide motorcycle enthusiasts with lubrication solutions that help to reduce consumption, increase machine life and provide long-term value.

Sander van der Velden, Bel-Ray's Sales Manager EMEA & Asia Consumer Division, says, "Combining the resources of Bel-Ray and Al'Yans will provide us the ability to support dealerships and consumers by providing easier access to the highest quality motorcycle products in the Ukraine."

### **FOR MORE INFORMATION PLEASE CONTACT:**

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