



Bike Brite  
As seen in Motorcycle Industry magazine  
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Our next presenter is a spokesperson with **Bike Brite** offering a new product, Moto-Mask Windscreen Rain Coating. The company's press release states, "The wipe-on coating provides water sheeting action that makes raindrops virtually disappear, allowing riders to see clearly in rain and mist. The patent-pending formulation is safe on Plexiglas®, acrylic, polycarbonate and Lexan®. It also protects and aids in vision, related to helmet visors and mirrors."

"Moto-Mask was developed especially for motorcycle windscreens and there is nothing like it on the market," states Joe Coviello, director of sales and marketing for Bike Brite. "You can even apply it in the rain and still get a crystal clear view. It even prevents water spots when the rain dries." The Moto-Mask product line actually comes with three products, we are told. The first is Moto-Mask Windscreen Rain Coating. Next is Moto-Mask ON, a spray-on temporary barrier mask, for use on touring bikes. It is said to protect the paint, fairings, fork tubes and mirrors from light road abrasion, grit, grime and insect residue (bug splatter). Then they have Moto-Mask OFF, designed to wipe away those undesirables. "We call it armor for your bike," says Joe. "Now touring doesn't have to take its toll on your motorcycle's paint."