



# PRESS RELEASE

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## **BEL-RAY WELCOMES FREESTYLE STUNT RIDER BRIAN BUBASH TO THE TEAM**

**January 25, 2010 – Farmingdale, NJ**—Bel-Ray, the industry leader in performance oils and lubricants, welcomes professional freestyle stunt rider Brian Bubash to their team.

Bubash is an up-and-coming superstar in the freestyle stunt riding world, after taking the 2009 riding season by storm and walking away with numerous wins at events all over the country. With plans to travel over 40,000 miles in the 2010 season to participate in shows and competitions, it will be very rare to miss Bubash at all the top events.

An active participant in both the Stunt Wars and the XDL Competition Series as well as an active supporter of local bike nights, Bubash is growing to be a well know and respected rider in this growing sport. His smooth style and energy makes his routine stand out in front of the competition, and with consistent finishes, Bubash is recognized as one of the top 10 riders in the world.



“I am very excited to add Bel-Ray as a new sponsor and join their team,” says Bubash. “Their products are the best in the industry and with the strain that I put my bikes through, I need all the protection I can get. I know with Bel-Ray, I’ll never have to worry about anything happening that will disrupt my routine.”

Bubash is no stranger to motorcycles as he got an early start on two wheels when he was two years old. A native to Pittsburg, Pennsylvania, Bubash has over 24 years experience in riding and already has an impressive resume from his 2009 results. His latest accomplishments include a First Place at the XDL Competition Series in Indianapolis, Indiana, First Place at the Starboyz Stuntfest in Sandusky, Ohio and a First Place at Gearfest in Tampa, Florida. Look for Bubash to dominate the 2010 Freestyle Stunt Riding Series all over the country and bring home a championship for Bel-Ray.

“Brian brings a new element to our marketing campaign that will help Bel-Ray speak to our entire consumer body,” says Channel Marketing Manager Carter Olcott. “His professionalism and dominance in the freestyle stunt scene meshes hand-in-hand with the Bel-Ray brand and history in the motorcycle industry. We are very proud and excited to have him on our team.”

Bel-Ray’s line of high performance motorcycle lubricants has been a major part of the motorcycle industry for more than 30 years. Bel-Ray is one of the world’s most recognized oil brands thanks to their outstanding products. Brian Bubash proudly runs Bel-Ray EXS Synthetic Superbike Motor Oil, no-fling Bel-Ray Super Clean Chain Lube, Bel-Ray 6 in 1 all purpose lubricant and Bel-Ray Waterproof Grease on and in all of his bikes. Bel-Ray’s innovative research and development continues to provide our motorcycle customers with lubrication solutions that help reduce consumption, increase machine life and provide long-term value.

**FOR MORE INFORMATION PLEASE CONTACT:**

**Bel-Ray Company, Inc.**  
Carter Olcott  
Channel Marketing Manager  
[colcott@belray.com](mailto:colcott@belray.com)