



MOTODIRECT LAUNCHES NEW MOTUL WEBSITE.

MOTUL, Europe's leading lubricant manufacturer is pleased to announce the launch of a brand new website designed to help dealers and consumers make the right choice of lubricant.

The site offers a wealth of product information as well as race team news and a "Find Your Local Dealer" section.

The new website offers industry leading functionality with clear navigation providing full product information including a "Product Search" facility where products are recommended by motorcycle make and model.

A new media section features an image gallery, screen savers, wallpapers and the weekly Motul Sport Newsletter giving info on the global race activities of the Motul group.

Visitors will also find links to our Facebook & Twitter sites with regular competitions offering a wide range of prizes.

Motul UK's Brand Manager, Richard Barrett commented "This new site has been designed to make finding the right Motul product for your bike easier and also where our products are stocked. The competitions we will be running through our social media sites will feature product offers, race weekend tickets and many money can't buy prizes too."

For every biker and dealer the site is a must visit, www.motul.co.uk

ABOUT MOTUL

As Europe's leading motorcycle lubricant company Motul has over 150 years' experience in the innovation and manufacture of high performance lubricants. Motul is recognised as THE specialist in synthetic lubricants. As early as 1971, Motul was the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant. Our 300V range is renowned globally and used and recommended by many racing teams and manufacturers. Motul works closely with many race teams in international competitions such as: BSB, MotoGP, World Superbike, IOM TT, 24 Hours of Le Mans, FIA GT1 World Championship, Formula Nippon, World Endurance Championship, Super GT, Dakar, IRC, Drift, Pikes Peak, World MX, Endurance World Championship and many more.

www.motul.co.uk

ABOUT MOTODIRECT LTD

MotoDirect has established itself as the premier manufacturer and distributor of motorcycle clothing, helmets and accessories. With market leading own brands RST, Wolf and Gear and a portfolio of the biggest global brands; Arai, AGV/Dainese, Arlen Ness, Berik, Puma, Leatt and Motul we provide protective motorcycle clothing, helmets, accessories, oils and lubricants to both road users and professional racers. In 2011 MotoDirect launched Cycle Division, which has already established itself as a force to be reckoned with in the world of cycling, introducing our own brand RST cycle clothing range, Cero components and Curve cycles. Cycle Division are also UK distributors for Trigon cycles and Nutrixion sports nutrition. MotoDirect's passion for all things two-wheeled is unrivalled, with the majority of our staff riding motorcycles and cycles on a regular basis. Our in-house design and development team has over 60 years of experience, this can be seen in RST's position as the number one clothing brand in the UK and it's steady rise on the world stage, taking Australia, South Africa and now Europe by storm. MotoDirect is industry renowned for it's high level of service to our customers, being acknowledged as 2011 MCN wholesaler of the year, and RST winning Best Rider Apparel range at the 2011 British Dealer News awards.

<http://www.moto-direct.com/>

