



ESOTERIC CAR CARE TEAMS WITH PERFORMANCE BRANDS GROUP OF AUSTRALIA FOR EXCLUSIVE USA DISTRIBUTION OF BIGBOI CAR, MARINE & MOTORCYCLE DRYERS!

BIGBOI HAS DEVELOPED THE MOST EFFECTIVE LINE OF TOUCHLESS AUTOMOTIVE BLOW DRYERS TO HELP BOTH DETAILING ENTHUSIASTS AND PROFESSIONALS SAVE TIME AND EFFORT.

New Albany, Ohio – December 14, 2018 – ESOTERIC Car Care has announced the addition of Bigboi Dryers to their expanding lineup of professional-grade automotive car care and detailing tools and products.

Bigboi dryers is an innovative line of touchless car, marine & motorcycle dryers as a part of Performance Brands Group of Guildford, NSW, Australia.

"The entire partner group and staff at ESOTERIC is very excited to have been chosen as the exclusive USA importers and distributors of this innovative brand," said Todd Cooperider, Founder and Chief Creative Officer at ESOTERIC. "With over 6 months' worth of testing and market research, we know that Bigboi brings us a high-demand product, with exemplary innovation, build quality, and selection."



ESOTERIC will manage all sales and distribution for the USA market out of the New Albany (Columbus), Ohio headquarters. Bigboi currently produces 3 different blow dryers ranging in price from \$119.95 to \$349.95, with a full line of accessories. ESOTERIC is currently accepting pre-orders for the range, and the initial shipment into the USA is expected in late January.

ABOUT ESOTERIC

Founded in 2009, ESOTERIC was created for owners of fine automobiles who share the same passion for the art and beauty of cars that they do. The key foundation of the business has always been with world-renowned highline detailing and protection services, and serves as the driver for product testing, development, and education. Having started car care product sales and distribution in 2012, ESOTERIC has been the initial launch point for industry-leading brands such as RUPES tools of Italy, Gyeon Quartz of Korea, and KAMIKAZE-Collection Coatings of Japan. Additionally, ESOTERIC has been one of the world's premier training facilities with their Elite Detailer Academy, and has trained detailing professionals from over 14 different countries. Finally, ESOTERIC has produced one of the most extensive educational video libraries in the car care business.

For more information about Bigboi Dryers, please go to: www.esotericcarcare.com/bigboi-dryers/ | Contact: sales@esotericcarcare.com

ESOTERICDETAIL.COM
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