



MUC-OFF BOOST MTB COMMUNITY SUPPORT PARTNERING WITH SEVEN NEW UK BIKE PARKS

POOLE 26.03.2024, FOR IMMEDIATE RELEASE - In a significant boost to the UK mountain biking community, Muc-Off the global leaders in bicycle and motorcycle care and performance, announce a substantial expansion to its list of bike park partnerships.

The move sees Muc-Off now sponsoring two of the UK's most hardcore MTB riding locations— Dyfi Bike Park and Fort William, as well as six other new partnerships which include all B1KE parks (Tidworth Freeride, Rogate Downhill, Windhill Bike Park, and SP4), plus Whinlatter Trail Centre and Swinley Bike hub. This expansion brings the total number of Muc-Off sponsored locations to over 30 parks globally.

“We’re stoked to be partnering with Muc-Off here at Dyfi Bike Park. They really get the hardcore scene – their products are designed for riders to take on the toughest rides with confidence. Together, we’re cranking up the challenge here and making the park a magnet for hardcore riders who eat, sleep, and breathe epic MTB riding. Dyfi is the park for the wild, the fearless, and the future of our sport. With Muc-Off’s support, we’re not just building trails; we’re building legends”. Gee Atherton.

“We’re super excited to partner with Muc-Off, we’ve had a long-standing relationship but to work together on a more official basis is fantastic. The combination of B1ke’s trail building expertise and Muc-Off’s awesome bike care products means riders at our parks can get the most out of their bikes and their riding”. Richard Kelly, Managing Director at B1KE.

Muc-Off's investment highlights the brand's dedication to boosting the UK MTB community, enhancing the experience for all riders - from the foundation of the sport through to the elite level. Their goal is to continue growing the sport by making riding fun and accessible to everyone, and by nurturing budding local talent, as well as supporting the world's best athletes and race teams.

"The exhilaration of a downhill charge, the challenge of muddy trails, and the sheer joy of cycling – that's where our heart lies. We're fully committed to help in growing the UK MTB scene. These new partnerships are a pledge to our long-standing mission: To foster the sport from its roots. We're not just sponsoring; we're investing in the sport's future. And thanks to our on-site bike wash stations, riders of all abilities can get the most of their bikes and push their limits." Alex Trimnell, CEO of Muc-Off.

These new parks join Muc-Off's existing list of partnerships which include world-renowned venues such as Fort William, Les Gets, and Leogang, all famed for hosting the UCI Down Hill World Cup, as well as other world leading bike parks including Verbier and Flumserberg. Muc-Off will also continue to support major events such as the Dirt Masters Bike Festival in Winterberg Bike Park, which attracts tens of thousands of passionate riders and fans every year.

Project Green, Muc-Off's environmental initiative, is a central component of the expansion. Selected parks will feature Muc-Off branded wash stations, where riders can clean their bikes with Muc-Off's Bicycle Specific Pressure Washers and the readily biodegradable pink bike cleaner. The brand has also worked with Cyclise at Whinlatter Trail Centre on a unique sustainable drainage solution, with the wash station featuring a smart sponge which converts water contaminants into a stable solid waste, preventing any run-off onto the surrounding land. Certain sites will also offer refill stations, where empty bottles of Nano Tech Bike Cleaner can be refilled, reducing single-use plastic waste.

This announcement is a continuation of Muc-Off's expansion in bike park sponsorships, with a vision to increase its investment and involvement with more parks, wash stations, and refill stations globally. Looking ahead, Muc-Off is setting its sights on diversifying partnerships to include track cycling as well as motorbike and motocross tracks, continuing to fuel rider's passion from local trails to the international stage.

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ABOUT MUC-OFF:

Back in 1991 Rex and Marilyn Trimnell got things started with X-Lite UK. After designing and manufacturing the world's first twin crown bicycle fork, Rex created a perfectly pink spray to clean his kit. To cut a long story short, Rex's cleaner was the best thing since sliced bread, and it wasn't long before word got out and Muc-Off was born.

Fast-forward to now and Muc-Off is the go-to brand for top riders. And, in case you haven't noticed, we do a bit more than our original pink cleaner these days.

See the full range at: www.muc-off.com