



# MUC-OFF PARTNERS WITH BRITISH CYCLING AND THE GREAT BRITAIN CYCLING TEAM

**POOLE 10/12/2020, FOR IMMEDIATE RELEASE** — Muc-Off today announce their partnership with British Cycling and the Great Britain Cycling Team until 2023.

The global leader in bicycle care and maintenance has worked with British Cycling and the Great Britain Cycling Team in various capacities from Chain Optimisation for the previous two Olympic and Paralympic Games for Team GB as well as providing exclusive offers to registered British Cycling members over the past decade.

2021 sees the brand step up the partnership by becoming Official Supplier and Tribology, Lube and Chain Optimisation Supplier to British Cycling and the Great Britain Cycling Team. Muc-Off aims to activate the partnership across every level supporting entry-level cyclists to elite Olympic and Paralympic contenders with their sporting journeys.

*“As a British-based business, it’s hugely exciting to partner with our national governing body for cycle sport. This inclusivity lies at the heart of our company DNA and so to deepen our partnership with an organisation that actively encourages and facilitates people from all*

*backgrounds, levels and disciplines to ride or race their bikes was an opportunity that we jumped at.” – Alex Trimnell, Muc-Off CEO.*

As a brand, there’s a big focus on drivetrain optimisation. Muc-Off’s research and development team will work closely with the Great Britain Cycling Team in the run up to the Olympics, Paralympics and UCI World Championships to help maintain and increase the team’s world-class performance.

*“Muc-Off is a brilliant brand we’ve had a longstanding relationship with, so we already knew that their commitment to innovation and quality would be a natural fit for both our 147,000-strong membership base, as well as the Great Britain Cycling Team. We’re acutely aware of the ongoing impact these uncertain times have had and is having on individuals, communities and businesses within cycling and beyond, so we are pleased to have some positive news to share as we strive to return with strength as soon as possible.” – Jamie Obank, British Cycling’s Chief Operating Officer.*

### **Press Contact**

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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 make 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 now the go-to brand for top riders. And, in case you haven’t noticed, they do a bit more than our original pink cleaner these days.

### **About British Cycling:**

British Cycling is the national governing body for cycling as recognised by the UCI – the international federation for the sport. Based in Manchester at the HSBC UK National Cycling Centre, British Cycling works across all levels and six disciplines of the sport (BMX Freestyle, BMX Racing, Cross Country Mountain Bike, Downhill Mountain Bike, Cyclo-cross, Road, Track and Cycle Speedway), from providing the support and encouragement people need to get riding their bikes for the first time, to being home to the hugely successful Great Britain Cycling Team. Continued success at the highest level is inspiring a boom in participation across the nation. There have never been more opportunities to ride a bike, be it for fun or sport, and British Cycling is at the heart of this growth. British Cycling also works hard to represent cyclists’ interests at all levels, including campaigning on important issues including road safety. As a membership organisation, British Cycling provides a suite of benefits and support to its members who currently number over 147,000. All membership revenue is invested back into cycling.

For more information, visit [www.britishcycling.org.uk](http://www.britishcycling.org.uk)