



## MUC-OFF ANNOUNCED AS NEW HEADLINE SPONSORS OF EF EDUCATION-NIPPO PRO CYCLING TEAM

**POOLE 15.02.2021, FOR IMMEDIATE RELEASE** — Muc-Off the global leaders in bicycle and motorcycle care, are excited to announce their headline sponsorship deal for 2021, as they partner with the EF Education-NIPPO Pro Cycling Team.

*"We're stoked to add yet another top cycling team to the Muc-Off roster. EF Education-NIPPO are a breath of fresh air in the professional peloton and have really shaken up a sport that's steeped in tradition over the past couple of seasons. We're beyond excited to be joining them on their journey of pushing the boundaries of the sport in a fun and inclusive way."* – Alex Trimnell, CEO at Muc-Off

With 30 riders representing 15 nationalities across the globe, the team roster is one of the biggest and most geographically diverse in the peloton. Their 2021 rider line-up includes Olympic Silver Medallist and all-round cycling superstar Rigoberto Urán, Classics specialist Michael Valgren, US National Road Race Champ Alex Howes and Lachlan Morton, who not only races WorldTour but also famously won the GBDURO John o' Groats to Land's End ultra-endurance off-road race in 2020.

To keep them running smoothly, Muc-Off will be supplying the team with their entire range of bicycle care and maintenance products, from their iconic pink Nano Tech Bike Cleaner to race-winning lubricants and everything in between. On top of this, the team will also be running tubeless

for the majority of races and adding a little more bling to their team bikes with Muc-Off Tubeless Valves.

Muc-Off have been paving the way in drivetrain optimisation with heaps of R&D going into bicycle lubricants and chain treatments over the years. Notably their development with Team Sky (now INEOS Grenadiers) in 2014 to create a super-fast and durable Hydrodynamic Lube. This was followed by working with Bradley Wiggins for his Hour Record in 2015 using their NTC programme, and more recently, the work to develop their L.O.P.S System with Bahrain McLaren and Mikel Landa.

This partnership with EF Education-NIPPO offers yet another testbed for further innovation at WorldTour level and the opportunity to help propel the team into the history books through marginal gains in drivetrain optimisation.

*"Both the mechanics department and the performance department are very pleased to have Muc-Off on board in 2021. Their reputation inside the WorldTour peloton is a very good one, and we are looking forward to using their products pre, during, and post racing, and of course during training. Over the last few years, the fine-tuning of the race material in general has come to the forefront, and we are excited to take this next step forward with our bike maintenance products."* – Andreas Klier, EF Education-NIPPO Sport Director and Technical Operations and Commercial Manager

With a stage win at the Tour de France and multiple stage victories at Giro d'Italia and La Vuelta, the team will be looking to build on an impressive 2020 and aim for new heights in the 2021 season, with Muc-Off backing them every step of the way.

#### **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.