



Muc-Off teams up with powersports legend Jolene Van Vugt in UTV

POOLE 30.04.2021, FOR IMMEDIATE RELEASE — Muc-Off are pleased to announce their new partnership with Canadian Powersports legend, Jolene Van Vugt.

Muc-Off, the global leader in bike and motorcycle care and maintenance, will be working with Jolene Van Vugt in UTV throughout 2021 as part of an incredible line up of athletes and teams that Muc-Off supports across both cycling and powersports.

“It’s awesome to have Jolene Van Vugt working with us for 2021. Jolene is a legend in the powersports industry and is unafraid of challenging conventions. The UTV segment is an exciting and growing space for us so we look forward to teaming up with her throughout 2021.”

- Alex Trimnell CEO Muc-Off

Van Vugt began riding motocross at the age of 11 and at 14 she was given an ultimatum to either take racing seriously or give the bike up for good. She chose to race full time and quickly climbed the ranks to become the Canadian Womens motocross champion. From there her career has flourished into breaking world records and breaking down stereotypes. Not only is Van Vugt the first women in the world to flip a full-size motorbike from ramp to dirt, she later trumped that accolade by also being the first woman to front flip a motorbike. In 2011 she made her Hollywood debut when she became a stuntwoman for Ann Hathaway in the Dark Knight Rises and then in 2015 her love of 4

wheels started to grow when she was given the opportunity to race the Polaris RZR's. Since then, her love, passion and talent for 4 wheels has grown to rival that of 2 wheels.

"I'm stoked to finally announce my new partnership with Muc-Off and debut the cool new RZR and helmet designs we collaborated on for 2021. I'm excited to partner with a company that not only makes great products but that also supports my lifestyle so we can keep the good, clean fun going!"

– Jolene Van Vugt UTV Driver

2021 will see Van Vugt making an appearance at select UTV's events such as such as the Mint 400 and the UTV world championships in Lake Havasu and off on adventures with her RZR! Muc-Off will be supporting her with a full armoury of products from their Clean, Protect and Lube systems, which includes the renowned pink Nano Tech Bike Cleaner; the flagship product that launched the brand back in 1994. Muc-Off will also be working with Van Vugt to develop and test new off-road/UTV products to further drive her competitive edge when racing.

Van Vugt will be running her new custom Muc-Off helmet and UTV, designed by the in-house creative team at Muc-Off.

Van Vugt will debut the new Muc-Off livery Saturday on International Women's Ride Day, ripping the trails of Cougar Buttes.

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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, we do a bit more than our iconic original pink cleaner these days.

See the full range at: muc-off.com