



Press release: 27th March 2019

MUC-OFF SIGNS SAM PILGRIM

Following the recent partnership launch with Scott Redding, Muc-Off is stoked to announce the signing of Sam Pilgrim.

Originally from Colchester in Essex, Sam started off as a 14-year-old Dirt Jumper, playing around with friends at local events. Fast forward a couple of years and he was travelling the world and winning international competitions, including King of Dirt in Austria; fast becoming one of the world's most recognised freestyle riders.

After dominating the FMB World Tour with Martin Soderstrom and Brett Rheeder as rivals, Sam decided to branch out and explore what else mountain biking had to offer.

Today, Sam is a YouTube superstar and the go-to guy when it comes to throwing eBikes around. Sam still competes in occasional events – he casually took 1st place at last year's **Audi Nines** Slopestyle event in Germany, beating Slopestyle legends Szymon Godziek and Nicholi Rogaktin along the way.

"I'm gonna have some insanely clean and well-lubed bikes this year because I'm now part of Muc-Off team. I've always liked the products and the whole vibe of the brand, so I'm mega stoked this worked out!"

Sam Pilgrim

"Known for his famous missing tooth and more importantly his ridiculous talent on all things 2 wheeled, we are insanely stoked to welcome Sam Pilgrim to the Muc-Off family.

We'll be working closely with Sam this year to continue to push the boundaries of our range and with our dedicated eBike products, you can be sure Sam will be testing everything to its limit! We've got some epic plans with Sam in the pipeline and if our 'Gnarnival' and 'Muc-Off Vice' edits are anything to go by, then you can expect some rad productions on the horizon."

Elliot Withers, Athlete Manager at Muc-Off.

Read more at:

<https://muc-off.com/blogs/press-releases>

<https://muc-off.com/blogs/articles>

Explore the MTB range at: <https://muc-off.com/collections/bicycle>

For more information, please contact marketing@muc-off.com

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**Notes to Editor:**

For images, please contact +44 1202 307790 or email hb@muc-off.com.

Find out more about Muc-Off at: <https://muc-off.com/>

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.

See the full range at: <https://muc-off.com/>