



MUC-OFF PARTNERS WITH IWAN THOMAS AS NEW POWERSPORTS PRESENTER

POOLE 03.02.2021, FOR IMMEDIATE RELEASE – Muc-Off are pleased to announce their new partnership with former Olympic Athlete, Iwan Thomas.

Muc-Off, the global leader in bike care and maintenance are partnering with Iwan Thomas as their lead presenter in the Powersports division of the company as the brand looks to appeal to a broader audience in motorcycling.

‘Bringing Iwan onboard was a really easy decision. His awesome energy and enthusiasm is infectious and although everyone knows him as an Olympic athlete, not many know about his passion for motorcycles.’ – Alex Trimnell, CEO at Muc-Off

Thomas’ athletic career saw him earn both European and Commonwealth titles, with 11 medals accumulated across his career, but athletics was not his first sporting love. Born in Farnborough, Kent, Iwan Gwyn Thomas started BMX bike racing around the age of eight and within two years he became East Anglia champion and went onto racing at world championship level, accumulating over 400 trophies in his seven-year BMX career.

“I am delighted to be pairing up with Muc-Off for 2021. Two wheels have always been part of my life from as far back as I can remember. As a youngster I was always BMX Racing at world championships, and I bought my first motocross bike at the age of 10. Motorbikes have always been a part of my life. I feel the need for speed, but I am probably not the most educated at how to maintain and look after my two wheels, so everything I will learn through working with Muc-Off will be a win- win situation” – Iwan Thomas MBE, Muc-Off Powersports Presenter

Thomas will be working with the Muc-Off team with a focus around the brand’s Clean, Protect and Lube systems. He debunks myths and demonstrates how to get the most out of motorcycling as well

as interviewing select athletes from the incredible line-up of Muc-Off backed riders throughout 2021.

Want to know more about Iwan Thomas and his passion for motorcycles? Check out our interview on Muc-Off YouTube. Shop the full range of products at Muc-Off stockists and at <https://muc-off.com/>

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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