



Press release: 9th January 2019

MUC-OFF PRESENTS

MUC-OFF VICE

FEATURING BEN DEAKIN A.K.A. THE DEAKINATOR

Muc-Off, the leading bike and athlete performance brand, presents latest video Muc-Off Vice starring MTB racer Ben Deakin.

Based on the pristine beaches of Sandbanks in Dorset, this could be one of Muc-Off's best videos ever – with no discernible plot or actual riding.

Detective Deaks is an urban legend. An ex-marine moulded by a military background from the deserts of Afghanistan, after getting shot in the foot, Deaks found a new calling. Keeping his home turf free from crime, by ANY means necessary.

To the untrained eye, Deaks looks like any other suave dude. But the pristine white suit and charismatic smile is just a ruse. To keep the criminals guessing, Deaks goes undercover as an MTB thrasher.

Complete with Tom Selleck 'tache, this is the perfect introduction to the Deakinator's 2019 signature helmet and customer DMR DH bike.

This ain't Miami pal. This is Dorset.

Watch the video today at: <https://www.youtube.com/watch?v=uX9Jno0dSmQ&feature=youtu.be>

To celebrate Deakin's new wheels and lid, channel your inner 80's style with the **exclusive launch of the Muc-Off Vice t-shirt**; available to buy online at: <https://muc-off.com/products/muc-off-vice-t-shirt>.

Inspired by everyone's favourite detective show, but with the all-important Muc-Off twist, it's time to don your aviators, whip out those flared white chinos and mix yourself a fresh Pina Colada with a Vice tee.

Everyone needs a vice. Make it Muc-Off Vice.

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

www.muc-off.com

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**Notes to Editor:**

For images and further information, contact 01202 307790 or email hb@muc-off.com.

Find out more about Muc-Off at: www.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: www.muc-off.com

About Ben:

Ben is known as one of the fastest riders in Southern England with numerous podiums and results to his name in the UK and around the globe to include 2017 Masters National Champion, 2nd Megavalanche 2017 (M30) 1st Crankworx New Zealand Air DH, Third in the English Championships and also holds the Hardtail National Champion title.

Find out more at: www.bendeakin.net