



Press release: 1<sup>st</sup> February 2019

## **MUC-OFF LAUNCHES EBIKE RANGE IN THE U.S.**

**Muc-Off, the leading bike and athlete performance brand, launches exclusive eBike range in the United States.**

The leading manufacturer of bicycle cleaning and maintenance products worldwide has launched a brand-new range of specific cleaning, protection & lubricant products; designed specifically for use with eBikes and developed with the unique needs of an eBike in mind.

The range includes:

- eBike Waterless Wash 750ml
- eBike Dry Chain Cleaner 500ml
- eBike All Weather Chain Lube 400ml
- Ceramic Wet Weather eBike Lube 50ml
- Ceramic Dry Weather eBike Lube 50ml

The **Waterless Wash and Dry Chain Cleaner** allow your eBike to be cleaned, degreased and detailed, whilst taking away the need to rinse with water - a critical feature when washing electrical components.

The **All Weather, Ceramic Wet and Dry Weather lubes** have been developed to withstand the high torque that lubes are put through on an eBike chain, keeping your e-machine running smoother for longer. We have formulated our specific lube range to include our unique eBike lubricity additive pack that laughs in the face of the extra torque to withstand a beating from even the most powerful eBike drivetrains.

These state-of-the-art formulas all offer class-leading corrosion protection and are highly efficient in reducing friction, to ensure that maximum power goes into the drivetrain.

Whether you are smashing out the road miles, nailing technical trails, or just enjoying a ride in the sunshine, our eBike care range has you covered.

**Muc-Off Managing Director, Alex Trimnell said:**

*"We've been serious about launching an eBike range for years, but our passion for innovating products that genuinely solve problems meant that we were only prepared to come to market once we had a range that we knew was useful and relevant for eBike riders.*

*"Every product in the Muc-Off eBike range is unique and different from our core range and has been developed to meet the real needs of eBike riding".*

Explore the new range at: <https://us.muc-off.com/collections/ebike>

For more information, please contact [marketing@muc-off.com](mailto:marketing@muc-off.com).

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### Notes to Editor:

For images and further information, contact +44 1202 307790 or email [hb@muc-off.com](mailto:hb@muc-off.com).

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

### eBike Range Key Features:

#### eBike Waterless Wash 750ml

- Cleans and polishes in one application
- No need for water!
- Long lasting lustre
- No residual dust or streaks
- Non-sticky
- Powder free

<https://us.muc-off.com/collections/ebike/products/waterless-wash>

#### eBike Dry Chain Cleaner 500ml

- Eliminates all chain contaminants to prevent chain wear
- Quick drying 'zero-residue' formula
- Safe on all chain types
- Safe on all rubber belt drives
- Rapidly removes oil, grease & grime without the need for water
- Bubble gum fragrance

<https://muc-off.com/collections/ebike/products/dry-chain-cleaner>

#### eBike All Weather Chain Lube 400ml

- Specifically formulated for eBike chains
- For long-distance all-weather on/off-road riding
- High-performance synthetics formulation for maximum protection



- Integral UC tracer dye – aids accurate application to ensure total protection
- Pineapple fragrance

<https://us.muc-off.com/collections/ebike/products/all-weather-lube>

#### Ceramic Wet Weather eBike Lube 50ml

- Include our unique eBike lubricity additive pack for high torque loads
- Creates a ceramic coating for incredible durability and long distance performance
- Contains Boron Nitride compounds
- Ceramic compounds provide ultra-low friction for excellent efficiency
- Waterproof – excels in wet conditions
- Readily biodegradable and 90% organic
- Integral UV tracer dye, aids accurate application to ensure total protection
- Ideal for road and off road
- Tested under laboratory conditions for extreme lubricity performance
- Grape fragrance

<https://us.muc-off.com/collections/ebike/products/wet-chain-lube>

#### Ceramic Dry Weather eBike Lube 50ml

- Includes our unique eBike lubricity additive pack for high torque loads
- Creates a dry ceramic coating for increased durability and dry condition performance
- Contains Boron Nitride compounds
- Ceramic compound provides ultra-low friction for unparalleled lubrication
- Non-dust attracting – excels in dry and dusty conditions
- Integral UV tracer dye – aids accurate application to ensure total protection
- Utilises biodegradable organic components
- Tested under laboratory conditions for extreme lubricity performance
- Ideal for Road and Off Road
- Passionfruit fragrance

<https://us.muc-off.com/collections/ebike/products/dry-chain-cleaner>