



MUC-OFF AND EF EDUCATION-NIPPO PAY GLOBAL TRIBUTE TO ESSENTIAL WORKERS

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POOLE 02.04.2021 — Muc-Off, the global leaders in bicycle and motorcycle care, are stoked to announce that they're breaking new ground in the pro peloton by providing EF Education-NIPPO with a custom helmet design that pays tribute to essential workers who have been working in the front line during the global pandemic.

Muc-Off is famed for producing the wildest custom helmets seen in professional sport – they're an iconic feature of any downhill series. Bringing this tradition across to the tarmac, Muc-Off have created a custom helmet design for the team. The helmet pays tribute to the incredible, selfless work done throughout the ongoing Coronavirus pandemic, with the designs featuring names of key workers nominated by the EF Education-NIPPO team. It ultimately serves to show recognition and their gratitude for all essential workers across the globe.

EF Education-NIPPO riders will be wearing the custom POC Ventral & Ventral Spin helmets at Ronde van Vlaanderen (Tour of Flanders) on April 4th, at the Amstel Gold on April 18th and on the infamous cobbles of Paris-Roubaix – raising awareness of the cause and the key workers, at some of the highest-profile races on the calendar.

"This is a massive deal for us here at Muc-Off. We've got a long history of designing some of the raddest helmet designs around for our MTB athletes and teams, so we're ecstatic to be doing the same in professional road cycling. It raises further awareness and pays tribute to the fantastic efforts of key

workers from across the globe in a way that's unlike anything ever seen before in the pro-peloton".
– Alex Trimnell, CEO at Muc-Off.

This effort is part of Muc-Off's ongoing 'Protect and Serve' campaign, which sees 10 percent of all profits generated from its antibacterial sales being donated to the WHO COVID-19 Solidarity Response Fund. This is in addition to their global support of hospitals, to which they continue to supply Sanitisers and Antibacterial Chamois Cream. To further increase their fundraising efforts, Muc-Off will be raffling off three of the custom helmets, one from each of the races, with all proceeds going to the WHO. Details of how to enter the raffle will be released on Muc-Off and EF Education-NIPPO social channels ahead of the Amstel Gold.

"I'm always amazed and in awe when I encounter someone with an innate and natural instinct to give and serve and wearing these helmets that pay a small tribute to their hard and selfless work is a real honour. The global pandemic rocked all of us, but it also shined a light on how strong and caring many of us can be". Alex Howes, American National Champion, EF Education-NIPPO.

To keep them running smoothly at the Classics and beyond, Muc-Off will also be supplying the team with their entire range of bicycle care and maintenance products, from their iconic pink Nano Tech Bike Cleaner to race-winning lubricants and everything in between. On top of this, the team will also be running tubeless for the majority of races, adding a little more bling to their team bikes with Muc-Off Tubeless Valves.

With the striking new look of these 'one-of-a-kind' Muc-Off helmets, and the backing of the best Clean, Protect and Lube products in the peloton, the stage is set for 2021 to be a season to remember for the EF Education-NIPPO team.

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