



# MUC-OFF ANNOUNCES SPONSORSHIP OF ENDURO HERO LEW BUCHANAN

**POOLE 09.04.2021** — Muc-Off, the global leaders in bicycle and motorcycle care and performance, are excited to announce the signing of Lewis Buchanan to their growing roster of athletes and teams for the 2021 season.

*"It's always exciting to add a new rider to our ever-growing roster, especially one racing at the very highest level like Lew. His results have been super impressive over the last few seasons and we can't wait to see how he gets on in 2021 as he reps the iconic Muc-Off colours in all their glory."* – Alex Trimnell, CEO at Muc-Off.

Like many riders, Lew Buchanan's 2020 was full of cancelled races. He raced the only three Enduro World Series events of the year, with his best finish being 42<sup>nd</sup> at the opening round in Zermatt. Lew has previously achieved a top 10 place at an EWS Round and has scored numerous podiums and wins in the Scottish Enduro series. With a new bike for 2021 and the might of Muc-Off's support, the Scotsman is aiming for a bigger and better season this year.

To help Lew on his journey to the top of the sport, Muc-Off will be supplying him with their entire Clean, Protect and Lube range. And to keep things running smoothly, he'll be rolling on a Muc-Off tubeless set-up, which will not only add some bling with Muc-Off's coloured valves, but also provide unbeatable reliability, something which is particularly important in Enduro racing.

2021 has provided many firsts for Muc-Off's newest riders and teams, and the partnership with Lew is no exception. He will be the first ever rider to compete in full Muc-Off Technical Apparel. And of course, the

look wouldn't be complete without Lew rocking an iconic Muc-Off custom helmet. This move signifies an increased focussed for Muc-Off, as they look to expand their extremely popular range of apparel for all riders and racers that launched in 2020.

*"Muc-Off have been a part of my program since 2020, giving me everything I need to keep my bike running smooth and looking sweet. But to be head to toe in their technical clothing range in 2021 is super exciting, and I can't wait for even more cool gear coming out in the future. Having a custom painted helmet with my own touch is pretty special, and I am excited to show that off on the trails. Muc-Off are a massive part of my program and I am stoked to work closely with the crew there, to create awesome content, whilst continuing to develop some really epic kit." – Lew Buchanan, Pro MTB Rider.*

With an all-new look and the best maintenance and care products in the business, it's set to be a season to remember for the 26-year-old.

### **Press Contact**

Steve Fearn, Global Bicycle PR & Communications Manager

T +44779 547 3002 E [sf@muc-off.com](mailto:sf@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.