



## MUC-OFF LAUNCHES WET WEATHER LUBE AEROSOL

**POOLE 09.12.2020, FOR IMMEDIATE RELEASE** — Muc-Off the global leaders in bicycle and motorcycle care, are excited to announce the latest addition to their product line-up.

The ever-popular Muc-Off Wet Weather Lube is now available as a handy 400ml aerosol version for even easier application. It's the best lube for the job when it's muddy and wet outside, formulated to excel over long distances in the harshest of conditions, giving you smooth and efficient shifting mile after mile. And this state-of-the-art formula contains ingredients which are all fully biodegradable and derived from natural ingredients.

*"At Muc-Off we're always looking for new ways to innovate, even with our existing products. To be able to offer an easier way of applying our much-loved Wet Weather Lube is a rad way of introducing new riders to bike care – it's an exciting adaption to one of our products."* Alex Trimnell, CEO at Muc-Off.

The new aerosol version allows riders to quickly apply, so they're ready to get out on the road or trails faster than ever before. This super durable lube is the ideal product for newer riders looking to take on the worst of the winter weather.

Priced at £9.99, it's available now from the Muc-Off global dealer network, select e-retailers and direct from [www.muc-off.com](http://www.muc-off.com)

## **Press Contact**

Steve Fearn, Global Bicycle PR & Communications Manager

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

## **Sales Contact**

Please contact your local Muc-Off Rep or Distributor. Alternatively, you can get in touch with us directly at:

T +44 (0) 1202 307790 E [sales@muc-off.com](mailto:sales@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.