



MUC-OFF JOINS FORCES WITH BMC PRO TRIATHLON TEAM

POOLE 18.01.2021, FOR IMMEDIATE RELEASE — Muc-Off, the global leaders in bicycle and motorcycle care, are excited to announce a new partnership with BMC Pro Triathlon Team p/b 2XU.

"We're stoked to be supporting a professional triathlon team. It's been a long-term goal of ours to build on the support we give mountain bike riders and road cyclists, by adding triathletes to the Muc-Off roster. What BMC have created so far is really exciting, and we can't wait to see what the future holds for both the team and our partnership." – Alex Trimnell, CEO at Muc-Off.

BMC Pro Triathlon Team powered by 2XU is one of the leading and most ambitious projects in today's professional triathlon world. The team is made up of seven world-class athletes: Pablo Dapena Gonzalez, Kristian Høgenhaug, Chris Leiferman, Katrina Matthews (née Rye), Patrik Nilsson, Max Neumann and Chelsea Sodaro. Since the launch of the international Team in 2014, the results have been incredible. The team has finished on the podium in nearly half of all races entered and have claimed over 100 wins in the past six years. Prominent wins include eight continental championship titles, two vice-world titles and two podium finishes at the Ironman World Championships in Hawaii.

"We are really looking forward to the partnership with Muc-Off. Our entire vision as a team is based around offering our athletes the best possible support in order to optimize their performances. We constantly strive for innovation, to find technical and material advantages and to provide our athletes with the most

competitive set up. With the BMC Timemachine 01, we strongly believe our athletes are able to ride one of the fastest bikes on the planet.

The partnership with Muc-Off enables us to clean, protect and lube to maximize performance. In addition to the 3-step bike care programme to optimize efficiency, Muc-Off is constantly innovating. As part of our most recent ground-breaking innovation, the BMC Pro Triathlon Team will be using the game-changing L.O.P.S oversized pulley wheel system and the fastest ever lubricant & chain combination. As a team, we strive to provide our athletes with best-in-class support. Having the right products to maintain and protect their bikes, combined with the perfectly optimized drivetrain, allows our athletes to maximise efficiency, reduce friction and optimize their overall performance.” – Bob De Wolf, CEO of the BMC Pro Triathlon Team.

Muc-Off will be supplying the team with a full range of products from their core care and maintenance range and tubeless range. The team will also be running Muc-Off's newly launched Lightweight Oversized Precision Shifting system (L.O.P.S) – which was first debuted by Mikel Landa in the 2020 Tour de France. This, combined with their world-class lube and chain treatment programme, will provide the BMC Pro Triathlon team with an advantage only currently available to a very select group of elite athletes across the globe.

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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.