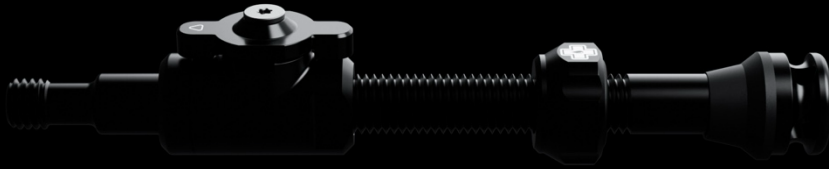


Muc-Off



MUC-OFF NEW BIG BORE VALVES DESIGNED FOR RIDERS LOOKING FOR THE ULTIMATE HIT

POOLE 19.04.2024, FOR IMMEDIATE RELEASE – Muc-Off, the Global leaders in bicycle care is set to revolutionise the market with its new weapon in the precision tubeless valves segment: [Big Bore Tubeless Valves](#) - the latest addition to its award-winning Tubeless Valve line up are locked and loaded for launch later this summer.

Muc-Off has spent the last three years developing the new patent-pending range of 'Big Bore' Tubeless Valves – upping the ante in high air flow tubeless tyre systems with a simple mantra: Full bore + No core = Insane airflow.

With its revolutionary 'Straight-through' internal design and cutting-edge integrated ball valve and lever system, the valves boast an airflow rate that's up to 264% higher than traditional Presta valves, turbocharging and simplifying inflation and the sealant filling or top up process, giving riders the ultimate airflow hit.

Traditional Presta valves can have some serious limitations: Restricted airflow, sealant clogging, time-consuming tubeless set up etc. Although Muc-Off believe that their current precision Tubeless Presta Valves still have a vital role to play, mainly in road and XC (for those who prefer ultimate weight saving over convenience), their new range will appeal to riders who want the ultimate airflow hit, with the least amount of hassle. These new valves are set to propel tubeless setup into a new era of performance and convenience – Oh, and they look pretty damn sick too!

Crafted from lightweight and durable 7075 aircraft grade CNC machined aluminium and featuring a unique stainless steel coreless ball valve and integrated lever, riders can quickly open and close the valve for effortless airflow control, as well as fine tuning tyre pressures on the move, particularly useful for those riding on a range of different terrains. The new valve's straight through internal bore design means no more sealant clogging or removing valve cores during sealant filling, making tubeless repair and maintenance simpler and easier than ever before.

"In just six years, our Puncture Protection range has grown into the most comprehensive offering on the market. Our new Big Bore Tubeless Valve range is a gamechanger. We've known about the limitations of traditional Presta valves for years, and we knew we could design a better solution. Our ambition here is for our new valve to become the globally adopted standard, so it's imperative that it outperforms traditional valves in every way. Following years of extensive testing and development, I'm stoked to say that it does! We can't wait to start seeing them on rider's bikes so they can experience the future of valve technology for themselves." – Alex Trimnell, CEO at Muc-Off.

Muc-Off's Big Bore Valves are Insert compatible with their four-way airflow base; they are push-on and screw-on pump compatible and can be used with a Muc-Off Secure Tubeless AirTag Holder. They are also simple to

install and remove due to their 4mm machined Hex key slot. The valves are fully serviceable, with Muc-Off offering a Valve Servicing Kit (sold separately), to help riders easily extend the life of their valves and maintain peak performance – Think of it like a valve for life.

This innovative addition builds on Muc-Off's hugely popular [Puncture Protection range](#), which is the most comprehensive offering currently available – designed by riders, for riders to 'stick-it' to punctures. The Big Bore range is no exception when it comes to completeness; made up of three different stem lengths – 25mm, 35mm, and 45mm to suit a range of rim depths and cater for riders looking for a more slammed look to their valve and rim combo. As the innovative new design essentially splits in the middle, the stem length is shorter than a traditional valve stem as the valve assembly screws onto the top of the stem, therefore lengths are non-comparable with existing valves on the market. Muc-Off will have an online video guide available at launch to help riders select the best length for their bike(s). Each will be available in six anodised colours enabling customisation of valve loadout.

The valves will be available in three different formats offering varying levels of airflow firepower – Big Bore Lite, Big Bore Hybrid, and Big Bore Ludicrous:

Big Bore lite is designed for Presta Valve aficionados looking for Presta stem and inflation compatibility. The design features a 3.3mm internal diameter valve head and offers up to 230% greater airflow than a standard Presta valve.

Big Bore Hybrid comes with the same Presta style valve stem, but with a wider valve head offering a 5.7mm internal diameter. This gives riders up to 254% greater airflow than a standard Presta, whilst allowing them to utilise Schrader compatible pumps and inflation systems, as well as being Presta rim hole compatible – This means that even a gas station car pump can be deployed if pressures drop, so no need for any adapters to get a quick air hit on the move.

Now hold my beer because things are about to get serious! Muc-Off see the future of MTB/EMTB valves switching to Schrader size holes in rims to give riders the ultimate air flow hit. Introducing, Big Bore Ludicrous – this is big bore munitions for your bike! Compatible with a Schrader rim hole, it's constructed with a 5.7mm valve stem and 5.7mm valve head to deliver an unobstructed straight pipe airflow setup that gives a..... wait for it... whooping 264% greater airflow than a standard Presta valve!! You just will not believe how easy it is to get the initial seal when seating a tyre!

These new Big Bore Tubeless Valves are a testament to Muc-Off's ongoing dedication to innovation and improvement of riders' adventures. Since the initial launch of their first Tubeless Valves in 2018, and the second generation of Tubeless Valves in 2021, Muc-Off's in-house engineers have been working with pro-teams like Commencal//Muc-Off, EF Education, and INEOS Grenadiers, testing and perfecting the design to create this latest generation. In the same way as those previous iterations moved the game forward, this latest version is set to take things to a whole new level.

Big Bore valves – Precision tubeless valves. Unobstructed firepower!

Muc-Off's Big Bore Lite & Hybrid valves will be available summer 2024 from the Muc-Off global dealer network, selected e-retailers, and direct from www.muc-off.com followed later by Big Bore Ludicrous

PRESS CONTACT:

Steve Fearn, Senior Marketing Communications Manager.
T +44779 547 3002 E 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

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.