



MUC-OFF ANNOUNCES SPONSORSHIP OF PRO-TRIATHLETE LAURA PHILIPP

POOLE 20.02.2021, FOR IMMEDIATE RELEASE — Muc-Off, the global leaders in bicycle and motorcycle care and performance, are excited to announce the signing of Laura Philipp to their growing roster of athletes and teams for the 2021 season.

"We're excited to be adding another triathlete to our roster for 2021, it's awesome to be able to branch out and support riders in more than just cycling. We're also pleased to sign another female athlete, as we look to bring gender balance to our team for 2021 and beyond." – Alex Trimnell, CEO at Muc-Off.

Despite a lack of races, the 2020 season was a successful one for Laura, winning both races at Xterra Czech and taking third place at the PTO Championship in Daytona. Alongside racing, Laura started a number of fundraising initiatives to help fund local sport, something she is passionate about and keen to develop further.

With the season fast approaching, the main goal for 2021 is to qualify for the World Championships, before taking on a number of European races throughout the summer. Then, with successful qualification,

Laura's focus will switch to the 70.3 World Championship race in St. George, followed by the IRONMAN Hawaii and Cross World Championship in Maui.

Muc-Off will be supplying Laura with a full range of high-performance products from their entire Clean, Protect and Lube range. She'll also be running Muc-Off's tubeless set up, to keep her rolling mile after mile, through some of the most critical races in the season. Part of the Muc-Off partnership will focus on the development and testing of both new and existing products, squeezing every potential marginal gain available.

Laura will be one of the first triathletes ever to wear a custom Muc-Off helmet. There's a long-standing tradition of Muc-Off working with their MTB & MX teams and athletes on designing some of the wildest custom helmets seen in professional sport – they're an iconic feature of any downhill or enduro series. This is a tradition that Muc-Off is excited about showcasing to the triathlon scene, by supplying a helmet unlike anything seen before in the sport.

"I am super-excited to bring some of the MTB coolness into triathlon. I love the helmet design that we've worked together on over the last weeks; it's been designed in a style which will be completely new to the world of Triathlon - The personalised details and the bright colours, reflect my style, and will support me in kicking-ass this season!" – Laura Philipp.

The signing of Laura Philipp shows Muc-Off's shift in focus towards introducing performance-focused road and triathlon sponsorships on an increasing basis. Having also recently partnered with the BMC Pro Triathlon Team, the brand will be looking to expand its footprint in triathlon over the coming seasons.

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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.