



MUC-OFF ANNOUNCES SPONSORSHIP OF CANYON//SRAM FOR 2020

POOLE 28.01.2020, FOR IMMEDIATE RELEASE – Muc-Off are proud to announce support for Women’s World Tour road cycling team CANYON//SRAM for 2020. The 2020 roster consists of 16 riders from 10 different countries, 2 of whom hold National Championship Titles as well as former Triple-Crown World Champion and current XCO and XCM World Champ Pauline Ferrand-Prévot.

“To have the opportunity to support a team who have raised the profile of women’s road cycling over the past few years is hugely exciting for Muc-Off. We plan to work closely with the mechanics and riders to help drive product development and refinement; especially around drivetrain optimisation which is a huge focus for us.” - Alex Trimnell, CEO at Muc-Off

The team will have a comprehensive range of high-performance and innovative Muc-Off products at their disposal not only across the Muc-Off Clean, Protect and Lube range but also a full tubeless set up including the award winning No Puncture Hassle Sealant and Tubeless Presta Valves. They are one of the first road teams at this level to begin regularly racing on a tubeless set up.

“The partnership with Muc-Off provides access to a wide range of rider and equipment care products on the highest level. The close working relationship between the company and our team provides great possibilities to develop and have access to the most advanced products in that field”. - Ronny Lauke, Team Manager at CANYON//SRAM Racing

“The innovative products from Muc-Off are perfect to keep the bikes running at their full potential. There is a tool or product for every situation you can think of and allows us to work as efficient as possible with the bikes. Muc-Off has professional products for a professional environment”. - Arne Kenzler, Team Mechanic at CANYON//SRAM Racing

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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.