



## MUC-OFF CONTINUES SPONSORSHIP OF TEAM INEOS

**POOLE 06.02.2020, FOR IMMEDIATE RELEASE** – Muc-Off, the leading bicycle cleaning and maintenance brand provides continued support for UCI World Tour Team INEOS in 2020.

The British team has dominated professional cycling and shaped the last decade of the men's World Tour, bringing home 26 wins in 2019 and 7 Tour De France wins since 2012. The 29-man team roster for 2020 includes Tour De France 2019 winner Egan Bernal, 2018 winner Geraint Thomas, four-time Tour De France winner Chris Froome and current British National Champion Ben Swift.

New signings for this season include 2019 Giro d'Italia GC winner Richard Carapaz, current TT World Champion Rohan Dennis and world-class triathlete Cameron Wurf.

*“To have the opportunity to continuously support world class riders with invaluable talent and a breath-taking number of wins is incredibly exciting for us! The ongoing partnership with Team INEOS demonstrates our utmost commitment to support riders who we will be working closely with in 2020 to drive product development and refine our product technologies.”* - Alex Trimnell, Muc-Off CEO

Muc-Off have been the official bicycle care and maintenance supplier for Team INEOS (formerly known as Team Sky) since 2014. The team's marginal gains approach has led to multiple prominent product developments from the famous £6000 NTOC chain for Bradley Wiggins' Hour Record to the best-selling Bio Drivetrain Cleaner; originally developed after the team requested a liquid de-greaser that was quick, effective and also safe.

Other notable product developments with this World Tour team include the Hydrodynamic Lube which is fast and durable in both wet and dry conditions as well as the Drivetrain Detailing Brush which saves the mechanics time when prepping the bikes for races and training rides.

The team will have a comprehensive range of high-performance and innovative Muc-Off products at their disposal across the Muc-Off Clean, Protect and Lube range.

Team INEOS' Head of Technical Operations & Commercial, Carsten Jeppesen, said *"We are pleased to be extending our partnership with Muc-Off in to the 2020 season. Building upon a 6-year relationship that has seen the development a number of innovative new products each helping the team to stay at the forefront of cleaning and lubrication technology and in turn contributing to our successes on the road."*

## **Contact**

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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.