

Muc-Off



MUC-OFF JOINS FORCES WITH BAHRAIN MCLAREN

POOLE 09.12.2019, FOR IMMEDIATE RELEASE – Muc-Off has joined forces with UCI World Tour Pro Cycling team Bahrain McLaren for the next 3 years as official bike care & maintenance partner.

Bahrain McLaren aims to disrupt the sport by utilizing the best of people and technology. This includes the creation of an interdependent ecosystem of like-minded brands and a supportive culture among riders who will have a voice and an opportunity to shape the future of the team. The 28-man team roster for 2020 includes sprinting superstar Mark Cavendish, GC-contender Mikel Landa and Classics specialist Wouter Poels as well as young British talent such as Scott Davies and Fred Wright.

Muc-Off will be supplying the team, including both riders and mechanics, with a comprehensive range of products across their Clean, Protect and Lube systems. This includes their flagship Nano Tech Bike Cleaner and Bike Protect Spray as well as a wide range of lubricants such as the award-winning Hydrodynamic Lube. Bahrain McLaren are also set to be the first World Tour Men's team to begin regular racing with tubeless setups with some riders at specific races in the 2020 calendar set to use the award-winning Muc-Off No Puncture Hassle Tubeless Sealant. Furthermore, the riders will also be using the best-selling Muc-Off Athlete Performance CC Chamois Cream.

“To have the opportunity to get behind a team that we believe will revolutionize road racing is hugely exciting! This partnership not only demonstrates our continued commitment to supporting world class riders and the sport we love, but also signals a new era of Muc-Off drivetrain optimization development; for which this team will act as an invaluable vehicle.” – Alex Trimnell, Managing Director at Muc-Off

The riders' Le Col team kit will be adorned with McLaren's base grid pattern mixing their signature Papaya Orange with Bahrain Red and accents of blue on the sleeves. Muc-Off's partnership will not only be visible across the team vehicles, but also on the striking new kits with logo placement on the jerseys' side panels and rain jackets' dropped tails.

"Team Bahrain McLaren is delighted to be working in partnership with Muc-Off - to benefit from its impressive technical products and rigorous approach to research and development. Muc-Off has so many best-in-category products and the World Tour is the perfect environment in which we can demonstrate their efficacy and performance. By bringing these elite technical products to competitive and casual cyclists alike, Muc-Off and Team Bahrain McLaren aim to educate and inspire people to care for their cycling equipment as much as we care for this great sport." – John Allert, Joint Managing Director at McLaren Pro Cycling

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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.