



## MUC-OFF TEAMS UP WITH FORMULA E DRIVER SAM BIRD

**POOLE 08.02.2021, FOR IMMEDIATE RELEASE** Muc-Off are pleased to announce their new partnership with British Formula E Racing driver, Sam Bird.

Muc-Off, the global leader in bike care and maintenance, will be working with Bird throughout his 2021 race season as part of an exciting line up of athletes and teams that Muc-Off supports across both cycling and powersports.

“I am really pumped to have Sam Bird working with us for 2021. Formula E has become hugely competitive and with the motorsport industry leaning further towards using electric as a power source, I am keen to support Sam in an exciting and dynamic series.” – Alex Trimnell CEO Muc-Off

Bird has been at the top of his game since the age of 15 and having achieved 19 podiums in Formula E, he is the only driver to have won a race in all six seasons of the Formula E Championships. He burst onto the competitive karting scene in 2002, winning a scholarship to race in the inaugural season of Formula BMW and finishing the year as one of the top rookie drivers with three wins. Bird also participated in F3 and F1 before the inception of Formula E in 2014. 2021 will be his seventh season in the series but with a new team; British Marque Jaguar Racing.

*“I am extremely proud to join Muc-Off and become an Ambassador for the brand. I have been using their products on my road bikes for the last decade, so am already a fan and it feels great to partner with a local brand to me. I am really looking forward to creating cool new content to help highlight the benefits of using Muc-Off around the globe. I am also excited to collaborate with Muc-Off on their future facing initiative, Project Green” – Sam Bird, Jaguar Racing Driver*

Bird will also be collaborating with Muc-Off on their Project Green initiative which endeavours to protect the planet we all ride in. Now entering its second year, the Muc-Off Project Green initiative

aims to make products as sustainable and kind to the planet as possible with an ongoing commitment to find ways to always improve.

**Shop the full range of products at Muc-Off stockists and at <https://muc-off.com/>**

#### **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, we do a bit more than our iconic original pink cleaner these days.

See the full range at: [muc-off.com](https://muc-off.com)