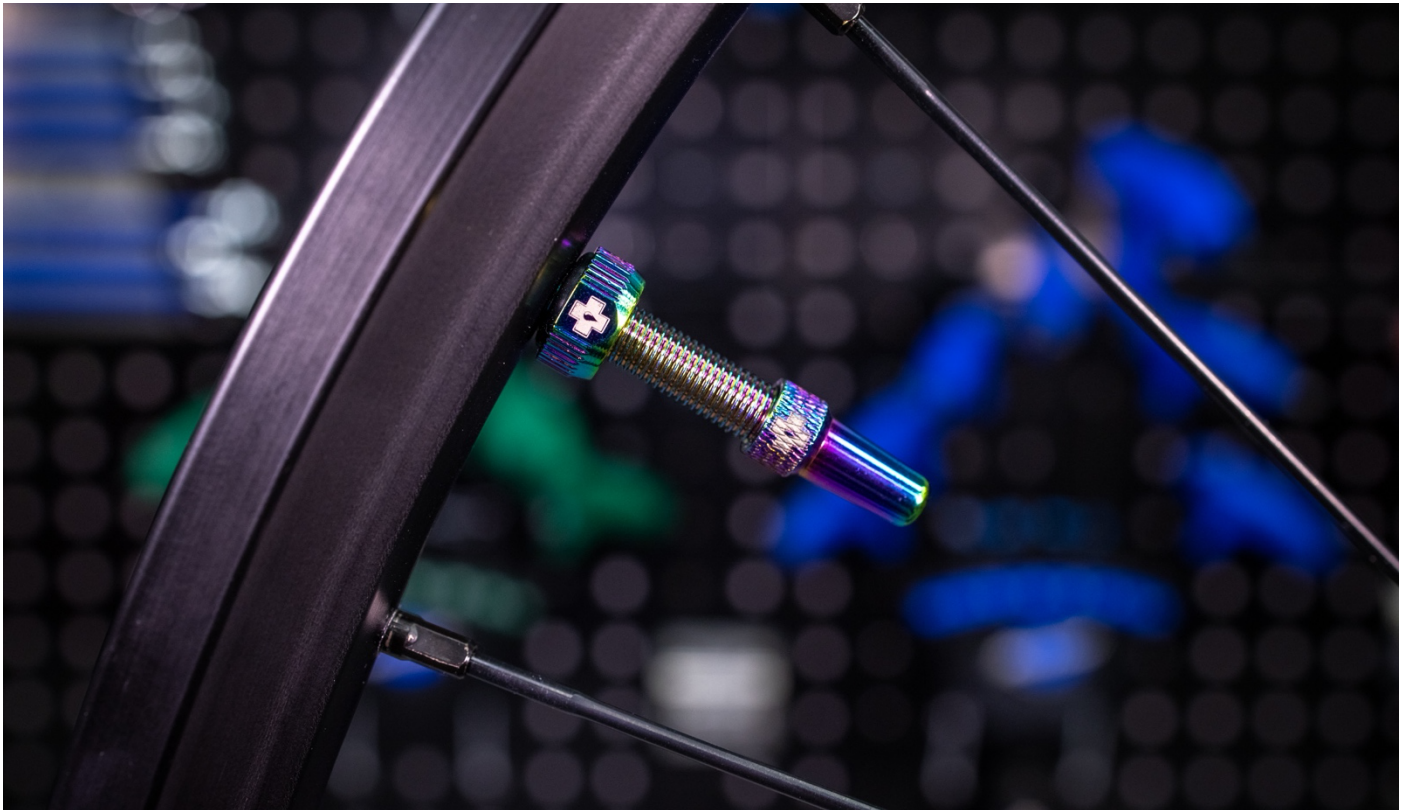




MUC-OFF LAUNCHES LIGHTER STRONGER AND INSERT- READY TUBELESS VALVES

POOLE 06.08.21, FOR IMMEDIATE RELEASE – Muc-Off, the global leaders in bicycle and motorcycle care and performance, have pushed the boundaries of performance once again with the release of their all-new and improved [Tubeless Valves](#).

The latest line up builds on Muc-Off's hugely popular [tubeless range](#). Designed for riders to 'stick-it' to punctures, the new Tubeless Valves change the game once again. The fresh new line up features aircraft grade aluminium for increased strength and reliability. The material upgrade sees the new valves weighing in at 2 grams lighter per pair than the previous model – a weight reduction of 17%. For the professional teams and athletes that use these valves, marginal gains mean the difference between winning and losing.

In addition to the strength and weight improvements, the new Tubeless Valves now allow riders to take advantage of the puncture and rim damage-reducing benefits of tyre inserts. Tyre inserts are designed to be 'tyre suspension' for a rider's wheel, to minimize damage to rims from sharp rocks or roots when taking on the gnarliest terrain. Now with 6 slots machined into the base, there is increased air and sealant flow – good news for pinch-flat-prone downhill, enduro and gravel riders!

"It's rad to be once again building on our incredible tubeless range with the addition of the new Tubeless Valves. Being riders ourselves, we've seen first-hand the shift towards running inserts, so we knew we had to innovate again. Following the usual rigorous testing our team of in-house shredders are known for, we've developed an awesome product. I'm confident our customers are going to love the modifications." – Alex Trimnell, CEO at Muc-Off.

In true Muc-Off style, the valves are a perfect blend of form and function. Like other products in the tubeless line-up, such as the [Stealth Tubeless Puncture Plug](#), the new valves come in ten eye-popping colors, so riders can customise their steeds with matching or contrasting bling. Colors include black, green, blue, purple, pink, red, orange, gold, iridescent and silver – with another two rad colours launching in the coming months. The custom options don't stop there. The valves come in 44mm, 60mm and 80mm lengths, so that's virtually every type of bike covered.

The new and improved Tubeless Valves are another example of Muc-Off making pro-level tech available for everyone. A host of the best riders and teams in the world will be using the new valves this season, including Commencal / Muc-Off, Canyon Factory Racing, EF Education-NIPPO, INEOS Grenadiers and many more.

Priced at \$29.99, it's available now from the Muc-Off global dealer network, select e-retailers and direct from <https://us.muc-off.com/>.

Press Contact

Steve Fearn, Global Bicycle PR & Communications Manager

T +44779 547 3002 E sf@muc-off.com

Sales Contact

Please contact your local Muc-Off Rep or Distributor. Alternatively, you can get in touch with us directly at:

T +44 (0) 1202 307790 E sales@muc-off.com

About Muc-Off:

Back in 1991 Rex and Marilyn Trimmell 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.