



# MUC-OFF LAUNCH ALL WEATHER LUBE

**POOLE 07.12.2022** - Muc-Off, the global leaders in bicycle and motorcycle care and performance, are excited to be extending their lubrication range with the release of a new All Weather Chain Lube.

This brand-new formula is derived from a unique blend of renewable and readily biodegradable ingredients, which combine to produce a highly versatile high-performance lube.

Unpredictable weather conditions, and the decision to opt for either a Dry or a Wet Weather lubricant is often a gamble. All Weather Lube removes the element of surprise, meaning no more getting caught out when the conditions change. It's a great option for the increasing numbers of time-pressured commuters out there who need a reliable and long-lasting product that works day after day irrespective of the weather conditions. Not only that, but it will also perform well on more demanding MTB, road, or gravel rides.

All Weather Lube joins the ranks alongside some long-serving fan-favourites, the Wet and Dry variants of Muc-Off's Bio Chain Lube range which have been the go-to options for riders for over thirteen years now. This new lube produces low levels of friction, smooth and quiet gear shifting, as well as long-term durability, regardless of the conditions.

When applied to the chain, the lube quickly penetrates deep into every link, creating a durable, protective coating which guards against the elements and prevents metal-to-metal wear. Included in the formula is a UV tracer dye, which helps to make application more accurate, and ensure total coverage inside the chain. Muc-Off have utilised a blend of organic friction modifiers, which work to ensure the lube can stand up to even the toughest of rides, providing lubrication for long-distance on and off-road.

*"We had to balance a number of key factors with this new lubricant – the challenge, as always with lube development, was to deliver a product which performs as efficiently as possible, for as long as possible. It needs to be tough enough to withstand rain, snow, grit, and grime, whilst also being the right viscosity for the chain to perform efficiently throughout the ride. All Weather Chain Lube does exactly that, and we're proud to be helping our fans get themselves prepped and ready for whatever the weather throws at them."* Alex Trimnell, CEO at Muc-Off.

All Weather Lube is the latest in a long line of lubricant innovations which have come from Muc-Off's in-house research and development centre. The same team of scientists who developed it also produced Ludicrous AF, the world's fastest race lube, which is currently being used by teams such as INEOS Grenadiers and EF Education, and most notably featured on-board Filippo Ganna's successful UCI World Hour Record bike last month. To learn more about this and Muc-Off's general lube development process, riders can visit Muc-Off's [Performance Hub](#) which breaks down all the ground-breaking innovation that happens behind the doors of their UK-based super lab.

All Weather Lube is priced at £5.49 / €7.49 / \$5.99 for the 50ml, and £10.99 / €10.99 / \$10.99 for the 120ml bottle. Both are available now in the UK and EU (available in North America from early January) from the Muc-Off global dealer network, select e-retailers, and direct from [www.muc-off.com](http://www.muc-off.com).

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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.