



MUC-OFF ANNOUNCES PARTNERSHIP WITH TWO WORLD-FAMOUS BIKE PARKS

POOLE 02.07.2021, FOR IMMEDIATE RELEASE — Muc-Off, the global leaders in bicycle and motorcycle care and performance, are proud to announce their new partnership with two of the world's biggest bike parks, adding to their growing range of Muc-Off supported locations.

The two new locations, made famous by the World Cup, are Les Gets in the French Alps and The Nevis Range at the foot of Ben Nevis in Scotland. These join Muc-Off's existing sponsored bike parks – Leogang in Austria and BikePark Wales. The move sees the brand now supporting four of the biggest bike parks in Europe.

This weekend, Les Gets will be hosting the French round of the MTB World Cup where home-favourite, Miriam Nicole of Commencal / Muc-Off, will be in the hunt for victory. Muc-Off is now the official bike park partner for 2021 and beyond, along with being an official supplier for the upcoming UCI World Cup race, which includes both XC and Downhill events. This will see Muc-Off having two branded wash stations within the bike park for riders to clean their steeds post-shred. Not satisfied with ground-level coverage, Muc-Off is going airborne with freshly wrapped gondolas carrying their distinctive pink and black branding up and down the mountain.

Nevis Range is one of the biggest bike parks in the UK, with 14 incredible runs for all levels of MTB rider. From the only UK Downhill World Cup track to trails for all the family, the Nevis Range offers up epic experiences for anyone on two wheels. Just like Les Gets, Muc-Off has become an official bike park partner. They will be installing a wash station, along with more Muc-Off gondolas, as well as one of their super-eco Nano Tech refill stations. They will also be supplying Muc-Off Technical Apparel to a mountain bike coaching

school in Fort William. The range will include shorts, jackets and jerseys, to help support the development of the next wave of British MTB legends.

“Muc-off has strong roots in the downhill scene so to now be supporting some of Europe’s biggest bike parks is epic. Awesome environments that help inspire the next generation of riders means so much to me, and the whole team! Our impact extends from the grassroots of the sport, right through to the elite level; no matter the ability level, our philosophy is that we want to help inspire and support every rider as they shred to the max.” Alex Trimnell, CEO Muc-Off.

The decision to sponsor bike parks is part of Muc-Off’s mission to support the grassroots of the sport as well as class leading teams and athletes. They have a wide variety of ambassadors across Europe, like Fort William local Joe Barnes, and are always on the lookout for new talent. Muc-Off have been supporting up-and-coming racers such as the Green Snow Collective team and the 14-year-old racer Liv Taylor, as well as regularly sponsoring events like Pedalhounds, in order to support the future of the sport.

Muc-Off’s bike park support is also a chance to flex their environmental muscle. They’re a convenient location to have Muc-Off refill stations, where customers can refill their bottles of Nano Tech Bike Cleaner. This is all part of Muc-Off’s Project Green program, which is a commitment to reduce single-use plastic consumption. The team have already smashed the target set in 2020 (to save 30+ tonnes of plastic by 2023) with an incredible 61 tonnes saved as of June 2021. A more ambitious target is due to be announced in July, with refill stations playing a key role in their plastic-saving mission.

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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.