



MUC-OFF LAUNCH LIMITED EDITION NANO TECH MOVEOVER TAKEOVER - RAISING FUNDS FOR FEMALE CYCLING CHARITIES

POOLE, UK: FOR IMMEDIATE RELEASE 11/07/2022: Muc-Off, the global leaders in bicycle and motorcycle care are proud to announce the launch of their new #MoveOver Limited Edition Takeover of their Nano Tech Bike Cleaner.

This limited run of the brand's iconic OG bike cleaner, which comes emblazoned with graffiti-style female-empowerment-themed quotes and illustrations is a tribute to the recent launch of their [#MoveOver](#) campaign. Also included on the takeover design are the logos of the seven charities to whom Muc-Off will be making their donations, as well as the two World Tour teams they support – EF Education-TIBCO-SVB and Canyon//SRAM Racing.

#MoveOver will see Muc-Off donate 10% of all July profits generated from sales not only of this limited edition bottle, but their entire range of pink cleaners including [Nano Tech Bike Cleaner](#), [refill ranges](#), and [Waterless Wash](#), to seven non-profits that help break down barriers between women and bikes - A powerful cleaner with a powerful purpose. The non-profits being supported include Cycle Sisters, Black Girls Do Bike, The Women All Ride Collective and long-term partner Homestretch Foundation, who, between them, provide support to women at every level – from those who have never ridden a bike, to riders fighting to step up into the professional arena.

The campaign marks a pivotal moment in women's cycling this July, where the Tour de France Femmes return to the start line in Paris after a 33-year hiatus. Muc-Off will be supporting EF Education-TIBCO-SVB and Canyon//SRAM Racing during the gruelling, eight-day stage race; two teams which have both been credited by many as driving forces that have elevated the profile of women's racing.

"Inclusivity has always been central to the Muc-Off DNA, and we encourage people of all backgrounds to experience the life-changing benefits riding bikes can bring. The launch of this #MoveOver takeover bottle, and the whole campaign, is about helping to break down the barriers faced by women in cycling, by inspiring and supporting equal opportunities for female riders across the globe!" Alex Trimnell, CEO at Muc-Off.

The launch of the Nano Tech Bike Cleaner - #MoveOver Limited Edition Takeover is part of an active longer-term push by Muc-Off to help get more people on bikes, and of course help people understand how to look after and get the best out of them. In regards specifically to getting women on bikes, the brand has a number of long-term partnerships with charities and organisations that work to achieve exactly that. Muc-Off have also made significant strides in addressing the gender, race, and ability balance of the brand's sponsorship roster, which in regard to gender has increased from 9% to 42% female since 2019.

When the pink stuff launched in 94', it changed bike cleaning forever. 28 years on, and Muc-Off are still fighting for change. #MoveOver is a celebration of the revolution in women's road racing, building momentum behind the movement as female riders the world-over jostle for space, and fight to overcome adversity. To learn more about the campaign, see full list of charities and organisations being supported, and to see how you can get involved, head to: muc-off.com/moveover.

The Nano Tech Bike Cleaner - #MoveOver Limited Edition Takeover is priced at £10.99/\$16.99/€16.49, and is available now, direct from muc-off.com for a limited time only.

Press Contact

Steve Fearn, Global Bicycle PR & Communications Manager
T +44779 547 3002 E sf@muc-off.com

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.