



# MUC-OFF NAMED AS OFFICIAL CLEANING PARTNER FOR IXS DIRT MASTERS 2023

**POOLE 13.04.2023, FOR IMMEDIATE RELEASE** — Muc-Off, the global leaders in bicycle and motorcycle care and performance is proud to announce its appointment as the Official Cleaning Partner of iXS Dirt Masters 2023.

Held at Bikepark Winterberg in Germany between 18-21 May, Dirt Masters has established itself as one of Europe's most exciting MTB events and is expected to attract 30,000+ spectators in 2023 as well as 2,000+ racers. With events which include the iXS Downhill Cup, a hotly contested FMB Gold Slopestyle competition, as well as Whip-Off, Enduro, and Four-cross contests, there's epic riding to be had for every type of rider at every level.

Muc-Off has attended the event as an Expo Partner for the last eight years and will again be on the ground exhibiting their full range of bike cleaners, protectants, lubricants, and tubeless and puncture protection products, but the decision to upweight their investment for 2023 represents a significant milestone in this long-standing relationship.

*"We are very pleased to have such a high-quality partner at our side in this segment as well. For us, it is important that all those involved both live the mountain bike sport and deal consciously with resources. Muc-Off embodies the same approach to quality, sustainability, and commitment as we do."* André Baumbach, CEO Racement

As Official Cleaning Partner, Muc-Off will provide a bike-wash station, where riders can enjoy free use of the fleet of bicycle-specific pressure washers to rid their bikes of dirt quickly and safely after competing. The stations are fed with a concentrated version of their famous pink Nano Tech Bike Cleaner, which is diluted with water on site to reduce the CO2 footprint from shipping as well as saving plastic. This product was developed as part Muc-Off's Project Green initiative, which has seen the brand reduce single-use plastic consumption by over 200-tonnes since launching in 2020.

Muc-Off have always been champions for the grassroots of MTB, supporting young talent with sponsorships like UCI MTB Youth Team Muc-Off Young Guns which recently launched an Academy Programme. Dirt Masters is an event which specifically targets young riders with a huge number of youth categories for each discipline present. We'll also see fan-favourites Tomas Lemoine and Ben Deakin from the Muc-Off elite athlete roster competing across the weekend at slopestyle and downhill respectively.

*"We have strong roots in the gravity MTB scene, so we're stoked to be upping our support at this globally recognised event. Partnering up with Dirt Masters allows us to reach riders at both grassroots and the elite level of the sport, and we can't wait to help riders to get the most out of what will surely be an epic weekend."* Alex Trimnell, CEO at Muc-Off.

## **Press 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, they do a bit more than our original pink cleaner these days.