



MUC-OFF LAUNCHES CRANK PRELOAD RING

POOLE 08.11.22, FOR IMMEDIATE RELEASE – Muc-Off, the global leaders in bicycle and motorcycle care and performance, are excited to announce the release of their new Crank Preload Ring.

Muc-Off's new Crank Preload Ring comes in the same twelve colours as their best-selling range of Tubeless Valves. Weighing in at 8.2g – 12.7g depending on the adaptors used (all included), they are compatible on road, gravel, and mountain bikes with 30mm spindle cranks including SRAM, Race Face, and Easton, as well as SRAM DUB 28.99 spindles.

The primary purpose of this CNC-machined 7075 aluminium preload ring is to allow the user to apply a set force to the crank bottom bracket bearings, to prevent 'side-to-side' play in the thru-spindle and help prevent cranks and bearings from creaking or wearing prematurely.

Stock preload rings are manufactured from plastic and utilise a self-tapping screw which when tightened, can snap the ring, and ruin the thread. It's also not possible with the stock solution to precisely adjust the preload tension. For maximum drivetrain efficiency and to extend bearing life, using a more durable and adjustable preload ring is imperative.

"What lies at the heart of all Muc-Off products is the mission to make riders' lives that little bit easier. The Crank Preload Ring is no exception; not only does it add a bit of bling to your ride, but it also improves drivetrain efficiency and longevity of those all-important bearings." – Alex Trimnell, CEO at Muc-Off.

Muc-Off's move into anodised CNC-machined aluminium parts over the past couple of years is a nod back to the company's history with their original X-Lite brand. Back in 1991, Rex and Marilyn

Trimnell began designing and manufacturing the world's first twin crown fork and the world's lightest bar ends, before moving into bike cleaning products. Muc-Off has been rediscovering its roots, complimenting their world-leading bike clean, maintain and protect ranges, with innovation-led bike tools and componentry that enhance both the rider experience and their performance.

The Crank Preload Ring retails at £24.99/ \$39.99 / €32.99 and is available now from the Muc-Off global dealer network, select e-retailers and direct from 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.