



MUC-OFF LAUNCHES NEW 'RIDE BOX' SUBSCRIPTION SERVICE

POOLE 03.12.2021, FOR IMMEDIATE RELEASE — Muc-Off, the global leaders in bicycle and motorcycle care and maintenance, are stoked to announce the launch of their new subscription service – the 'Muc-Off Ride Box'.

Available exclusively at Muc-Off.com, the new service is the latest offering from a brand that consistently demonstrates its commitment to enhancing riders' experiences, by making their lives easier – this time by ensuring they never run out of those all-important bike care essentials.

The perfect gift for riders or any fellow bike-enthusiasts, the new Ride Boxes are delivered directly to customers every three months and are offered in a total of eight different variants, covering off-road, road and eBike disciplines. They're available in a range of size options too, so every type of rider and riding is catered for.

The service experience begins with a short series of questions based on customer riding habits, including frequency, duration, discipline and location, to ensure the boxes are packed with exactly the right products, at the right quantity, for each rider, from across the Muc-Off Clean, Protect and Lube range.

"Ride Boxes are a super-exciting brand extension for us here at Muc-Off; our new scheme is designed for riders who want to spend the small amount of free time they have, doing what they love. Running out of lube or cleaner when you need it is a real buzz-kill, so our goal with this subscription service was simple – to keep our customers stocked up with the good stuff, so they can spend more time riding, and less time worrying

about not having the products they need to keep their bike looking good and rolling smoothly.” – Alex Trimnell, CEO at Muc-Off.

In addition to being super-convenient, Ride Box customers can also save money with their subscription. The new service offers unbeatable value compared to buying the products individually, and with bulk shipments, it also reduces the number of deliveries needed, making it kinder on the wallet and the environment!

If that wasn't enough, the legends at Muc-Off are throwing in free stash with every delivery, along with exclusive early access to the latest content, as well as 'first-looks' at new product releases.

Flexibility is at the heart of the new service, so subscribers are always in full control. Editing, pausing, skipping or cancelling a box can be done at any time, either directly through the personalised customer portal, or via the customer support chat facility on Muc-Off.com; so none of that 'tied-in-for-life' nonsense!

Muc-Off Ride Boxes start from £39.99 and are currently available to UK customers only, with new regions being added in 2022. Interested in signing up? Subscribe now, at 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.