



MUC-OFF'S NEW SHRED THREADS HAVE LANDED!

POOLE 16.04.2021, FOR IMMEDIATE RELEASE — Muc-Off, the global leaders in bicycle and motorcycle care and performance, are excited to announce their updated 2021 Technical Apparel collection.

Originally launched back in February 2020, Technical Apparel has been an exciting performance and endurance focussed range of rider wear. The launch was a huge success, and Muc-Off are now expanding this exciting line of products.

"At Muc-Off we never stand still. We strive for innovation that constantly pushes the performance envelope for the most demanding of rider. We're stoked to expand our Technical Apparel range to be bigger and better than ever, so that riders can have their best ride, whatever the conditions." – Alex Trimnell, CEO at Muc-Off.

Technical Riders Jacket

Constructed from a proprietary 3-layer waterproof, hydrophobic and breathable M.O.D 94 fabric (M.O.D: Muc-Off Developed). The engineered stretch of this waterproof fabric and ergonomically designed fit, allow for maximum movement and comfort so that riders can smash berm after berm, in complete comfort.

This jacket, now available in green, features two side hand pockets and a chest pocket with YKK waterproof zips, taped sealed seams and a 3-point adjustable and removable storm hood.

Technical Riders Shorts

Available now in green, these shorts were developed to give riders a comfortable performance fit on the trails and handle whatever the elements throw at them. Constructed from a proprietary 3-layer waterproof, hydrophobic and breathable M.O.D 94 fabric and elasticated waist adjusters with a rear stretch panel, these shorts combine technically driven aspects for the ultimate fit.

Featuring two YKK zipped side pockets, a side slide-in storage pocket as well as the option of attaching the Muc-Off Essentials Case to the rear panel thanks to an integrated Molle webbing straps for carrying lightweight essentials. These shorts ensure that riders have multiple options to carry the kit needed on the most demanding of rides. (Muc-off hook and loop straps and essentials case available separately).

Riders Gilet

Fresh for the Technical Apparel line up for 2021 is the all-new Riders Gilet, which is made using 100% REPREVE recycled polyester fill. The REPREVE fibres are recycled from ocean waste and plastic bottles, meaning Muc-Off have once again managed to deliver a product which offers outstanding performance, technical innovation and industry-leading eco-credentials. It also features their unique Muc-Off Anchoring System (M.O.A.S) with easy to use, elasticated webbing straps and rubberised buttons, so it attaches easily to the Technical Jacket for an extra layer during colder sessions. It can also be worn with just a jersey or t-shirt for added warmth, making it a versatile addition to any rider's collection.

To complete the look, the rest of the technical apparel range also includes short & long sleeve riders jerseys and technical socks all constructed in breathable mesh fabric with moisture-wicking abilities as well as ergonomically shaped MTB gloves in a range of designs and colourways.

To demonstrate the high-quality and epic performance of the new Technical Apparel range, it is going to be put through its paces on the pro-MTB racing scene this season by new signing Lewis Buchanan. The Scottish born rider will be head to toe in Muc-Off apparel, as he takes on the ultra-demanding Enduro World Series, pushing every bit of kit to the limit!

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 cut 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 the go-to brand for top riders. And, in case you haven't noticed, we do a bit more than our original pink cleaner these days.

See the full range at: www.muc-off.com