



MUC-OFF CONTINUE TO EXPAND TECHNICAL APPAREL RANGE WITH NEW RIDERS JERSEYS

POOLE 05.03.2021, FOR IMMEDIATE RELEASE: Muc-Off, the global leaders in bicycle and motorcycle care and performance, are excited to announce two new colours of their Riders Jersey.

Launched in February 2020, Technical Apparel has been an ever-growing range for Muc-Off, as they look for new innovative ways to improve riders' experiences. The Riders Jersey was a huge success, thanks to its breathable and stretchy fabric and iconic Muc-Off colours.

"We're always looking for new ways to bring fresh, innovative products to our riders that'll help make their riding experience even better. Our Technical Apparel range is one of those areas we're pushing the boundaries in, and we're super excited to be launching two new colours of the fan-favourite Riders Jersey – just in time for those spring shreds!" – Alex Trimnell, CEO at Muc-Off.

The Riders Jersey will now be available in black and green, in short and long-sleeved versions, so they can be worn year-round. The jerseys are designed to have a performance fit, with stretch fabric and a dropped tail, making them perfect for MTB and gravel riders. And as they're made from a breathable mesh material, they'll help keep riders feeling fresh and cool out on the trails and gravel, no matter what the conditions. The innovation continues, with Muc-Off adding a microfibre lens cleaning cloth onto the inside of the jersey, for cleaning goggles or sunglasses when out on a ride.

The new Riders Jersey will be matched by new green and black colourways of the popular MTB Socks, as Muc-Off continue to expand their Technical Apparel Range. To demonstrate the high-quality and

performance of the Technical Apparel range, it is going to be debuted on the pro MTB racing scene in 2021 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, putting every bit of kit to the test along the way.

Priced at £39.99 for the short-sleeved version and £44.99 for the long-sleeved version, the jerseys will be available in sizes XS – XXL from selected retailers and muc-off.com

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 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