



MUC-OFF ROLLS OUT ULTRASONIC CHAIN OPTIMISATION SERVICE THROUGH SELECT GLOBAL DEALERS

POOLE 04.11.2021, FOR IMMEDIATE RELEASE – Muc-Off, the global leaders in bicycle and motorcycle care, are excited to announce the launch of their pro-level chain optimisation service to select bicycle dealers, utilising their new [Ultrasonic Clean and Lube Tanks](#).

The service is available now in over 20 select dealers across the UK, with the global roll-out to follow next month with a further 300 stores in over 15 countries. This news follows their recent launch of the ground-breaking Ludicrous AF – the fastest race lube in the world. With Ultrasonic Tanks, Muc-Off are once again making the pinnacle of World Tour-level performance, accessible to every rider.

A process that's been developed with, and tested by, the likes of INEOS Grenadiers, EF Education-NIPPO, Canyon//SRAM, Team BMC Pro Triathlon and Team GB, Muc-Off's chain optimisation service using Ultrasonic technology has provided unrivalled gains for the world's elite cyclists and triathletes for almost a decade. When the difference between a win or a podium position are down to mere milliseconds, every watt saved matters. Any rider in any part of the UK, and soon across 15 international markets, can use Muc-Off's [Dealer Map](#) to find their closest authorised chain optimisation centre, and get their chain ultrasonically cleaned and lubed. The dealer map is housed on the Muc-Off [Performance Hub](#) which demonstrates the breadth of class leading technology that is used to support the pinnacle of cycling performance.

"After years of testing and over seven figures invested into research and development, we're completely stoked to be bringing this incredible process to bike shops. We think every rider deserves to experience the same products and services as the pros, just like with the launch of the Grand-Tour-winning Ludicrous AF Lube. Ultrasonic Tanks are the next evolution in our performance journey – we can't wait for more riders to experience the epic gains these products offer!" – Alex Trimnell, CEO at Muc-Off.

Aside from tank hardware and accessories, four Muc-Off products make up the core of the chain optimisation process. Muc-Off's specifically formulated High-Performance Ultrasonic Chain Cleaner, which quickly breaks down the stickiest oils, grease and grime, giving a chain a complete refresh; [High-Pressure Quick Drying](#)

[Degreaser](#), which can be used in the absence of a dedicated air-line to blast the cleaning fluid from inside the chain links; and [Ludicrous AF](#), the world's fastest race lube, or Hydrodynamic – Muc-Off's award-winning high-performance all-weather lube, which are provided as the two lubricant options for customers to choose from.

Using Muc-Off's Ultrasonic Tanks, the chain goes through an intense cleaning and lubing treatment to level-up drivetrain performance. The chain is placed into the tank, which emits high-frequency sound waves that pulse through the cleaning liquid. This agitates, lifts and removes any dirt out from within the chain links, which, after a blast from the High-Pressure Quick Drying Degreaser, leaves squeaky-clean surfaces for the lube to adhere to.

For the lubrication process, Ludicrous AF or Hydrodynamic lube are gently heated to the precise temperature required to create the optimum viscosity for the lube to penetrate deep into all contact points within the chain links. The lubricants themselves contain organic friction modifiers, which with their polarised heads and non-polarised tails, attach themselves to either side of the base oil's surface to form a low-friction shear plane. It's this combination of formulation and application which results in reduced friction, increasing the amount of watts making it through the drivetrain, and therefore the rear wheel. The result? More speed!

"We have enjoyed seven very successful years together with Muc-Off, marked by wins at a number of Grand Tours and other major races. Muc-Off have been ultrasonically optimising our chains for years, and the subsequent gains we've seen in drivetrain efficiency during that time, have been instrumental in helping us deliver those results. It's fantastic that everyday riders can now experience the same benefits as our pro-riders - making this kind of technology widely available takes aspiring pros one step closer to achieving their goals." Carsten Jeppesen, Technical Director at INEOS Grenadiers.

Muc-Off's work with pro athletes and teams also spans into elite-level triathlon. The real-world testing and development of the ultrasonic application of Ludicrous AF, carried out in collaboration with an elite triathlete of BMC Pro-Triathlon has been a testament to the power of their drivetrain optimisation abilities. By swapping out the existing chain for a new, optimised one, the process delivered a 50% reduction in power loss, which powered them to a 2nd place finish at an IRONMAN event. The chain was then returned and re-optimised, causing the coefficient of friction to be reduced by a further 10%, helping them claim the victory at their next IRONMAN. A further 5% improvement was then squeezed out of the chain, as the compound effect of the optimisation process, means the chain simply keeps getting faster each time. Read more about this process on the [Muc-Off Performance Hub](#).

Drivetrain optimisation has long since been overlooked in the pursuit of speed, with riders naturally gravitating towards aerodynamic improvements and weight reduction. With Muc-Off's new Ultrasonic Optimisation Service retailing at £49.99/€64.99 for application with Ludicrous AF, and £24.99/€32.99 with Hydrodynamic Lube, riders can slash watts and enjoy more speed, at an accessible price point.

Despite being ultra-fast, smooth and highly efficient, the optimisation process using Ultrasonic Tanks is a sustainable one. The High-Performance Ultrasonic Chain Cleaner is readily biodegradable, Ludicrous AF is made of 75% plant-based materials, and Hydrodynamic lube is petroleum-free, meaning the fluids from tanks can be safely and responsibly disposed of. In addition to this, ultrasonically deep cleaning and lubricating a drivetrain will mean expensive componentry lasts longer, minimising waste and further reducing the environmental impact.

Muc-Off's new Ultrasonic Tanks will be previewed at Rouleur Live this week. For those not attending the show, they can head to [Muc-Off.com](#) and use their [Dealer Map](#) to find their nearest Chain Optimisation Centre, which will be updated regularly as the service is rolled out into new markets over the next two months.

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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.