



MUC-OFF LAUNCHES DISC BRAKE CLEANER IN USA

POOLE 10.19.2022, FOR IMMEDIATE RELEASE — Muc-Off, the global leaders in bicycle and motorcycle care and maintenance, are super stoked to share one of their most sought-after products with American cyclists.

Already a favourite of pro-teams such as Commencal // Muc-Off, INEOS Grenadiers, and EF Education EasyPost, Muc-Off's Disc Brake Cleaner ensures maximum braking performance whilst also silencing that ear piercing "brake squeal".

The unique formula breaks down unwanted particles which can compromise braking performance. It has added conditioners that rehydrate the disc brake pad to dramatically reduce brake squeal and prolong the disc brake life, leaving discs and other braking componentry clean and contaminant free.

"It's awesome to be able to introduce our market leading disc brake cleaner to North America. It has already become a firm favourite in the rest of the world and is a great addition to our growing range of products available in the USA. Here at Muc-Off, we pride ourselves with creating high performance product, disc brake cleaner is no exception!" – Alex Trimnell, CEO Muc-Off.

Muc-Off Disc Brake Cleaner air-dries in a flash, meaning riders can simply spray onto braking surfaces, wipe clean with a microfibre cloth, and head out to enjoy squeal-free riding.

Available now, directly from [Muc-Off.com](https://www.muc-off.com), as well as through Muc-Off's global dealer network and selected e-retailers.

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About Muc-Off:

Back in 1991 Rex and Marilyn Trimmell 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.