



## MUC-OFF LAUNCHES STEALTH TUBELESS TAG HOLDER: THE UNIQUE UNDERCOVER BIKE TRACKING SOLUTION

**POOLE 13.05.2022, FOR IMMEDIATE RELEASE** - Muc-Off, the global leaders in bicycle and motorcycle care and performance, is stoked to launch their latest bit of innovation: The Stealth Tubeless Tag Holder.

After the success of the brand's Secure Tag Holder earlier this year, Muc-Off's Product Team have designed a unique version that allows for an Apple AirTag® to be stowed inside the tyre and rim of a tubeless-compatible mountain or gravel bike. This makes for the ultimate covert tracking solution, completely hidden from bike thieves.

Designed for use with an Apple AirTag® (not included), which is housed in a protective, 3-part silicone and rubber tubeless valve mount and supplied with a range of tubeless valve bases, so you can ensure an airtight seal is achieved against the rim when installing inside a tubeless tyre.

Also built-in to protect the rim and the AirTag® from high-impacts is a sacrificial stem which compresses and rebounds under extreme loads. Although the holder will absorb impacts, it is secure to the valve with a durable stem mount which allows sealant and air to flow through the valve as usual and will not rattle inside the rim and tyre.

The Apple AirTag® itself works by allowing users to track any item from their phone, using the Find My® app. Once activated, any item to which the tag is connected appears on the radar within the app, so tracking the bike down is as simple as looking on the map.

According to a study from Direct Line Insurance\*, between April and August 2020, UK bicycle thefts exceeded 110k, whilst bike registration specialists 529 Garage\*\* reported that the US experiences over 2m bike thefts every year, that's one every 30 seconds! With aggregated data from Worldometers\*\*\* suggesting that the number of new bikes produced in 2021 will exceed 150m by

year end, there really has never been a more important time for riders to equip themselves with the added security this technology provides.

*"Technologies like the Apple Airtag® can be a great defense against would-be bike thieves. This is what led us to develop our Tag Holders, we wanted to give riders secure and thief-proof ways of fixing the tracker to their bikes. The newest offering – the Stealth Tubeless Tag Holder - is a completely unique undercover solution unlike anything we have seen on the market so far. We will continue to embrace emerging technologies to enhance every rider experience, as we continue our exciting program of innovation in the future."* – Alex Trimnell, CEO at Muc-Off.

The Stealth Tubeless Tag Holder retails via Muc-Off distribution network and at [muc-off.com](https://muc-off.com) for £14.99/€19.99/\$19.99 and as part of a kit which includes a set of black Muc-Off 44mm Tubeless Valves for £34.99/€42.99/\$44.99.

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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.

#### **Sources:**

\* <https://www.directlinegroup.co.uk/en/news/brand-news/2020/lockdown-bike-crime-spre--estimated-113-000-bikes-stolen-since-.html>

\*\* <https://blog.project529.com/529-by-the-numbers-infographic/>

\*\*\* <https://www.worldometers.info/bicycles/>