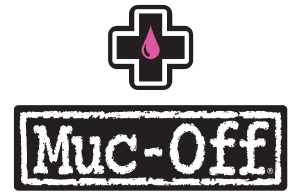


MUC-OFF ANNOUNCES TEAM SKY HYDRODYNAMIC LUBE: TOUR EDITION



FOR IMMEDIATE RELEASE

KEY FEATURES:

- Vibrant yellow packaging to match the winner's jersey – even the lube is being reformulated in matching yellow!
- Provides ultimate performance in both wet and dry conditions
- Pipette system for easy application
- Check lube coverage with a UV torch

Wednesday 31st August, 2016, Poole, UK - In celebration of Team Sky's stunning victory at the Tour De France this year, Muc-Off will unveil a vibrant yellow edition of its Hydrodynamic Lube at EUROBIKE 2016.

Offering the same cutting-edge formula used by Team Sky, including Chris Froome himself as he crossed the finish line in Paris earlier this year, Muc-Off's Hydrodynamic Lube: Tour Edition is the product of a close partnership between the bike care specialist and Team Sky that was recently extended until the end of 2017.

Hand blended in the UK, only the finest ingredients are used to create a high strength, film forming lubricant which prevents metal to metal contact and ensures peak performance even in the harshest of weather conditions.

Alex Trimmell, CEO of Muc-Off, said:

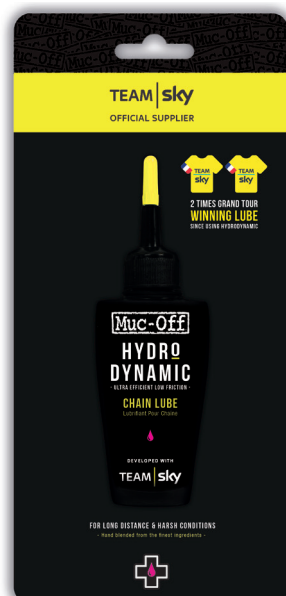
"We are extremely proud to have contributed to Team Sky's

success at the Tour De France this year and thought there would be no better way for us to celebrate than by launching a special edition of our Hydrodynamic Lube that matches the winner's jersey. Bring on 2017!"

Muc-Off's Team Sky Hydrodynamic Lube: Tour Edition will come in a 50ml bottle and be available from October 2016. It will retail at £16 / €24.95 / \$28.

At EUROBIKE 2016 Muc-Off will announce the launch of over 15 new products including Shaving Cream, Aftershave Balm, Moisturiser with SPF 15 and Metal Polish.

See the whole range of products at muc-off.com



ABOUT MUC-OFF



Founded in Poole, Dorset, and with operations now in Germany and the US, Muc-Off have been dedicated to developing care products for anyone with an adrenaline fuelled, active lifestyle since 1994. Whether smashing a bike park or breaking a PB on a grueling mountain climb, Muc-Off want to be along for the ride, caring for you and your equipment.

The business is spearheaded by CEO, Alex Trimnell, and his passion for all things on wheels coupled with a relentless pursuit for perfection. With high quality products, distinctive pink liquids and bold branding, Muc-Off has become the go-to brand for athletes and enthusiasts alike. Today Muc-Off produces over 150 care products and is sold across 45 countries. Muc-Off has not only firmly established itself

as a lifestyle brand but become a global market leader in the bike, car, motorbike and personal care markets. With constant innovative product development at the heart of the business, Muc-Off continues to aggressively expand their product portfolio and enter new markets with their unique products.

Collaborative partnerships with the likes of Team Sky, British Cycling and Sir Bradley Wiggins to supply products for competitive use have given the brand well-earned credibility. Muc-Off are always cooking up something new at their in-house, state-of-the-art R&D Centre which is where you'll also find the state of art Chain Lube Optimisation Dynamometer.

DOWNLOAD HIGH RESOLUTION IMAGES:

<https://mucoff.box.com/s/9n4g1t1vxhfdh5hgb3e5lmd3ff7vzg6>

If you have any questions or require and futher information, please do not hesitate to contact me:

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Kindest Regards
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