

MUC-OFF GROWS REVENUE BY OVER 32% YEAR-ON-YEAR



FOR IMMEDIATE RELEASE

Monday, October 24th, 2016, Poole, UK – Muc-Off, the family-owned bike care specialist based in Poole, Dorset, grew sales by over 32% during its 2015/16 fiscal year.

Capping off a record-breaking 12 months that saw the company announce 15 new products at Eurobike, Muc-Off has continued to see strong growth both at home and abroad.

Alex Trimnell, CEO of Muc-Off, said:

“This has been a fantastic year for us, particularly given the uncertainty surrounding Brexit. We’re now present in over 70 territories around the world, including the US and Japan, but we feel as if we’re only just getting started. The global demand for our core product range is strong, which in turn fuels an aggressive product development roadmap. We expect 2017 to be an even bigger year for us, with significant progress made in many key markets.”

The U.S. remains a key growth territory for the bike care brand. With almost 68 million cyclists in the country alone, the company recently hired a dedicated North American Account Manager to oversee all sales and marketing activities for the brand.

Muc-Off has also made new additions to its marketing, operations and finance departments.

Committed to developing innovative bike and body care products, the company has continued to work closely with world-class cycling teams including Team Sky, British Cycling and Trek Factory Racing.

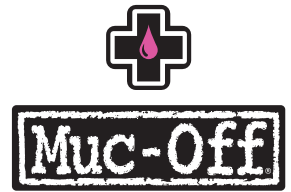
Trimnell continued:

“We feel incredibly proud to have contributed to the success of athletes riding in some of the top cycling events in the world, from the Tour De France to the Rio Olympics. It’s been hugely rewarding to see the results of all the hard work put in to deliver significant gains. What’s even better is that we can deliver the results of our research straight to the end consumer through the likes of our Nano Chain and Hydrodynamic Lube!”

2017 promises to be an even bigger year for the company, with a number of new sponsorship and product announcements to be made in the coming months.



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.

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Kindest Regards
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