



FOR IMMEDIATE RELEASE

# MUC-OFF OFFICIAL 2017 SPONSOR FOR FMD RACING

**Monday 6<sup>th</sup> February 2017, Poole, UK** - Muc-Off, the bike care specialist brand, and FMD Racing, the international downhill mountain bike team, today announce their partnership for the 2017 UCI World Cup Series season.

Professional riders Tahnee Seagrave, Kaos Seagrave and Joe Parfitt will all benefit from the Poole-based company's wide range of bicycle maintenance products, including its pink Nano Tech Bike Cleaner, Bike Protect and C3 Ceramic lubricants.

With a long history of sponsoring mountain bike athletes and teams, it was a natural decision for Muc-Off to look at partnering with emerging talent that is taking the world by storm.

**Elliot Withers, Athlete Manager at Muc-Off,** said:

*We are super excited to be sponsoring FMD Racing this year. The guys are having a meteoric rise to the very top of the downhill scene and it's great that they'll be using Muc-Off all along the way. We'll be working closely with Tahnee, Kaos, Joe and Tony over the next 12 months to make sure their bikes are ready for any challenge thrown at them.*

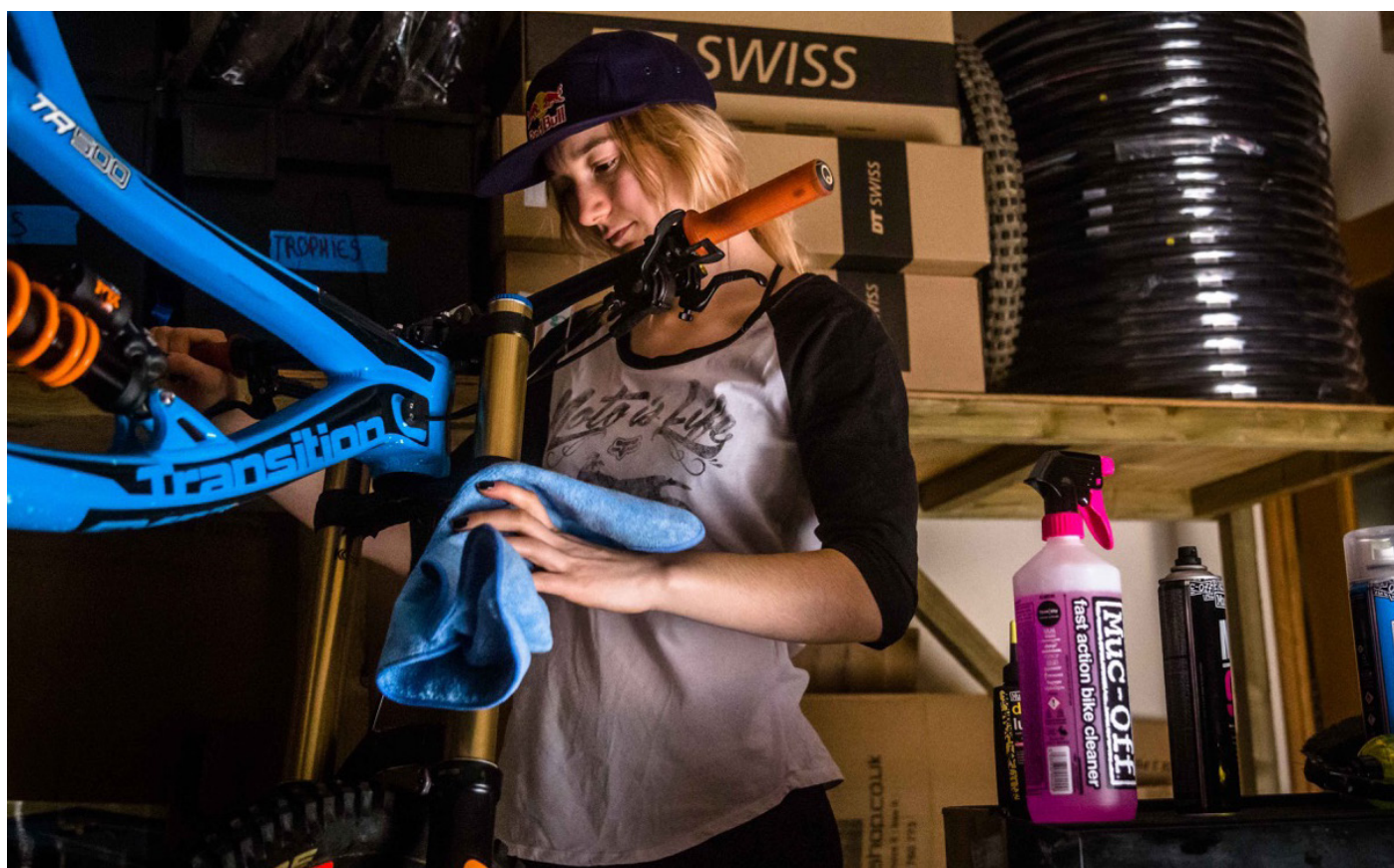
21-year-old Tahnee Seagrave, who rides a Transition TR500, will be hoping to build on her impressive record from 2016, which saw her finish 2nd in three UCI World Cup races behind the formidable Rachel Atherton.

**Tony Seagrave, Team Manager of FMD Racing,** said:

*I could not be happier. Since the early days of running X-Lite the guys at Muc-Off have provided innovative solutions for the cycling industry. A young team racing across the globe knowing they are clean, protected and lubricated by the best is just what the doctor ordered.*

Formed in 2009, FMD Racing began international racing in 2012 and has since taken home three junior World Cup wins, a junior WC overall title and a Junior World Championship Gold.

Muc-Off also currently sponsor other mountain bike athletes such as Trek Factory Racing, Danny MacAskill and Canyon Factory Downhill.





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# ABOUT MUC-OFF

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Founded in Poole, UK, Muc-Off has been dedicated to developing care and maintenance products for anyone with an active lifestyle since 1994.

With a wealth of experience in the bicycle, motorcycle, and automotive industries, the company is committed to bridging the gap between adrenaline-fuelled sports and quality care of equipment.

The business is spearheaded by Managing Director Alex Trimnell and his pursuit for developing cutting-edge products that push the boundaries of technical development and outstanding design.

From distinctive bold branding to iconic formulations that have stood the test of time, Muc-Off has become the care brand of choice for world-class athletes and enthusiasts alike.

Partnerships with the likes of Team Sky, Trek Factory Racing, Sir Bradley Wiggins, and British Cycling make up the heart of the company's development roadmap.

Each product undergoes a rigorous testing process that sees feedback and data collected from the competitive use of professionals before making its way into the hands of the consumer.

This way the company ensures its customers are getting only the very best care products available in the market.

Today the business proudly produces over 150 products for the action sports industries that are distributed across 55 countries and counting.



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