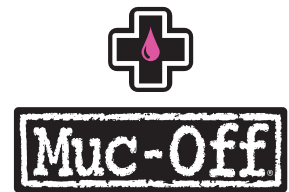


MUC-OFF AND UNITEDHEALTHCARE PRO CYCLING JOIN FORCES IN 2017



FOR IMMEDIATE RELEASE

Tuesday 10th January, 2017, Poole, UK – Muc-Off, the bike care specialist brand, and UnitedHealthcare Pro Cycling, have today announced their partnership for the 2017 season.

Based in Poole, Dorset, Muc-Off will be the sole provider of bike cleaning products for both the men's and women's professional road cycling teams. The company will also supply its revolutionary Nanotube Optimised Chains, which promise power savings of up to 6 watts.

Alex Trimnell, Managing Director of Muc-Off, said:

We couldn't be more excited to be working with UnitedHealthcare Pro Cycling in 2017. The US is home to some of the world's most exciting riders looking to push themselves and their bikes to the limit, so it made complete sense for us to enter this partnership. The guys and girls from UnitedHealthcare Pro Cycling will be travelling the world this year, competing at the top level, and we're proud to be able to play a part in their success.

With a number of new additions to the team, Muc-Off will work closely with the athletes and mechanics at UnitedHealthcare Pro Cycling in order to deliver the optimum range of products to deliver significant gains in drivetrain efficiency.

Jonathan Potter, Director of Content Creation and Media at UnitedHealthcare Pro Cycling, said:

We are really excited to be partnered with Muc-Off this season. Their products are truly world class and keep evolving, just like us. We know Muc-Off will keep improving to make our bikes cleaner and faster, and that means we keep improving too. From their classic Pink Bike Cleaner to their Nanotube Speed Film Lubrication, we get more than just cleaners and lubes; we get more speed. We are proud to be using Muc-Off products and excited to have a new partner this season.



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 Managing Director 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 55 countries. Muc-Off has not only

firmly established itself as a lifestyle brand, but has also 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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