



FOR IMMEDIATE RELEASE

MUC-OFF AND BACKCOUNTRY LIFELINE JOIN FORCES TO PROMOTE SAFER RIDING

Wednesday 22nd February 2017, Poole, UK - Muc-Off, the bike care specialist brand, and Backcountry Lifeline have officially partnered to provide mountain bikers with the knowledge on how to stay safe on the trail.

The Colorado-based initiative, which was founded in August 2015, equips riders and event organizers with the knowledge needed to prepare for potentially fatal emergencies that can be encountered whilst riding a mountain bike.

Bonnie McDonald, Co-Founder and Chief Happiness Officer at BCLL, said:

The Muc-Off team has been supportive, enthusiastic, and incredibly fun to work with from day one. There's a great synergy between the companies: they are committed to providing products to keep your bike on the trails, while we are committed to providing first aid training to keep YOU on the trails. It's a perfect partnership!

Muc-Off will make its entire cleaning product range available to BCLL for use during its classes and demonstrations. The

company will also provide samples of its Nano Tech Bike Cleaner, Bio Drivetrain Cleaner and C3 Wet Lubricant for all BCLL participants.

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

We're incredibly excited to partner with the BCLL. It's easy to forget when you're out crushing a trail with your friends that the sport we love can sometimes end in tragedy. That's why it's so important to support companies like the BCLL and make the knowledge on how to deal with an emergency more accessible to riders. We're proud to assist BCLL in its quest to empower riders to ride safely.

BCLL was founded in 2015, following the fatal crash of the experienced mountain bike rider, Will Olson. The company holds trainings and events throughout the year where it teaches riders, coaches and event organizers the crucial first aid, CPR and emergency planning skills needed for the trail.





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ABOUT MUC-OFF

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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