

# MUC-OFF UNVEIL THE BICYCLE ULTIMATE VALET KIT



FOR IMMEDIATE RELEASE

**Monday 7th November, 2016, Poole, UK** – An end-to-end bicycle cleaning kit, taken to the next level. Containing a mix of key Muc-Off lines, the bike care specialist from Poole, Dorset, has unveiled a specially designed valet case that includes a whopping 13 products for total two-wheeled maintenance.

***Muc-Off's Bicycle Ultimate Valet Kit includes:***

Muc-Off Bike Cleaner 1L  
Bio Degreaser 500ml  
Bike Protect 500ml  
Silicon Shine 500ml  
Wet Lube 120ml  
Dry Lube 120ml  
Expanding Sponge  
Claw Brush  
Soft Washing Brush  
Wheel & Component Brush  
Detailing Brush  
Two Prong Brush  
Microfibre Cloth

Jason Bradwell, Senior PR and Communications Executive at Muc-Off, said:

“This bundle has been designed for people serious about keeping their bikes looking fresh and running smooth at all times, no matter what mother nature throws at you. Bundled in a sleek, premium quality valet case, you'll never misplace your lube or brush again!”

Muc Off's Bicycle Ultimate Valet Kit is now available for £89.00.

In 2016, Muc-Off has also announced the launch of over 15 new products including a Shaving Cream, Aftershave Balm, Moisturiser with SPF 15 and a special Hydrodynamic Lube: Tour Edition.

See the whole range of products at [muc-off.com](http://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.

For more information, please contact:

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Kindest Regards  
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