

PRESS RELEASE



FOR EARLIEST RELEASE JULY 3rd 2024

Contact:
Desly Hill
Marketing Specialist
desly@kmcchain.eu
www.kmcchain.eu

KMC CHAIN EUROPE NV

Businesspark Friesland West 57
NL 8447 SL Heerenveen
The Netherlands
T: +31 513 65 06 90
info@kmcchain.nl
www.kmcchain.eu

KMC Launches Factory-Produced, Waxed Bike Chains and KMC GO WAX for Superior chain Performance and Maintenance

Heerenveen Netherlands – KMC, a leader in bicycle chain technology, is proud to announce the launch of our new factory-produced bike chains, now boxed and waxed for optimal performance and convenience. Alongside these chains, we introduce KMC GO WAX, an advanced dry wax formula designed to elevate chain performance and simplify maintenance for cyclists.

Revolutionizing Chain Performance with KMC GO WAX

Experience the next level of chain performance with KMC GO WAX, our innovative dry wax formula. This product significantly reduces friction, enhances shifting, and provides optimum efficiency by creating a durable microfilm on the chain that repels water and resists stickiness. KMC GO WAX is perfect for refreshing waxed chains or transitioning from oil-based to waxed lubrication.

Key Features and Benefits

DURABILITY: Once applied, KMC GO WAX dries to form a protective barrier that outlasts traditional oil-based products. This ensures prolonged chain life and consistent performance under various conditions.

CLEANER PERFORMANCE: Our waxed chains attract less dirt, minimizing wear and ensuring smoother operation. This results in a cleaner drivetrain that maintains optimal functionality.

MAINTENANCE MADE SIMPLE: With reduced dirt accumulation, maintaining your drivetrain becomes easier. Refreshing the wax is straightforward—simply use a dry brush or cloth. No degreasing is necessary; a simple touch-up with KMC GO WAX keeps your chain in top condition.

ECO-FRIENDLY: KMC GO WAX is biodegradable and free from PFSA and harsh solvents, making it a responsible choice for both your bike and the environment. We offer our wax in two bottle sizes – 150 ml for on-the-go use and 500 ml for workshop needs.

Product Availability

Most of our 11 and 12-speed chains now come in the box, ready to GO with KMC GO WAX, making everything easy, clean, and efficient for our customers. Waxed models at launch, DLC12 and DLC11 TT12, TT11, X11SL and X11EL

For more information about our products and usage instructions, visit www.kmcgowax.com.



Highlight: The TT Chain

Our TT chain is fabricated with tailored forging and heat treatment procedures, featuring an embossed double X-Bridge and optimal chamfering. These enhancements provide smoother chain and tooth interaction and superior shifting performance. Designed with maximum precision, these chains are more rigid, enhancing power transmission for our riders.

A Pioneer in Waxed Chain Production

KMC is proud to be the first company to switch to waxed chain production, reflecting our commitment to innovation and excellence in the cycling industry.

Endorsements

Piotr, Gravel Rider from Team Classified:

"Using KMC's waxed chains has dramatically improved my ride quality. The efficiency and clean performance are unmatched."

Shayne and Esther, Cyclists Who Biked Across Africa:

"Riding through diverse terrains, KMC GO WAX kept our chains clean and our bikes running smoothly with minimal maintenance."

Jodi Bargo, Downhill Enduro Rider:

"KMC's waxed chains provide the durability and reliability needed for intense downhill rides. They handle extreme conditions exceptionally well."

Frederic Funk, Triathlete:

"In triathlons, every second counts. KMC GO WAX enhances my bike's performance, giving me the edge I need."

About KMC

KMC is dedicated to advancing bicycle drivetrain technology, delivering products that meet the highest standards of performance and durability. With a focus on innovation and customer satisfaction, KMC continues to lead the way in the cycling industry.

For press inquiries, please contact:

Desly Hill, desly@kmcchain.eu

Attachments:

- High-resolution images of the new product
- Video demonstration of KMC GO WAX application
- Detailed product datasheets

PRESS RELEASE



Photo credit:
KMC CHAIN EUROPE



PRESS RELEASE



Photo credit:
KMC CHAIN EUROPE



PRESS RELEASE



Photo credit:
KMC CHAIN EUROPE



PRESS RELEASE



Photo credit:
KMC CHAIN EUROPE

