

Formula 100 Launches German-Made Bicycle Care Line at 2025 Sea Otter Classic



Vista, California May 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - Formula 100 has officially launched its full range of premium German-made bicycle care products in the U.S. at the 2025 Sea Otter Classic. The lineup includes professional-grade solutions such as Bike Wash, Express Wash, Chain + Drivetrain Cleaner, three specialized chain lubes, Ride + Shine Color Rejuvenator, an ultra-premium Microfiber Detailing Cloth, and a Precision Chain Cleaning Brush.

"I've now tested every product in the Formula 100 range," says Aaron Lutze, creator of Super Rider TV and former World Record holder. "Without a doubt, Formula 100 outperforms every chain lube I've ever used." Multi-time Ironman Triathlon champion Jenny Fletcher adds: "Formula 100 is a total game-changer. My drivetrain runs smoother and faster than ever. As I push the limits now in professional bike races, these products give me a performance edge I've never had before." Engineered entirely in-house by Formula 100's expert team of scientists, chemical engineers and application technicians, each product is the result of the brand's Precision German Formulations. Rigorous lab testing and benchmarking have demonstrated superior results across a wide range of cycling conditions and

performance parameters. Formula 100 products have earned praise from elite athletes and consistently outperform conventional options in field and lab testing. Among the growing list of professional athletes using Formula 100 are global MTB freeride icons Nicholi Rogatkin and Paul Basagotia--adaptive cycling legend, Red Bull Rampage competitor, and star of HBO's Any One of Us.

"It's all about the science & proprietary technology that they use," says Rogatkin. "No other company has anything close to their development laboratory and resources, and it shows. Formula 100 blows anything else away." Formula 100 products are compatible with all types of bicycles and eBikes, across every discipline, including road cycling, gravel riding, mountain biking, BMX, and trials riding. The product line is rapidly expanding in retail availability and can be purchased via www.formula100.com, on Amazon, and through leading bike shops and specialty distributors nationwide.

About Formula 100

Formula 100 is a high-performance bicycle care brand engineered and manufactured in Germany. Its full line of precision formulations is designed to meet the needs of serious cyclists across all disciplines. Formula 100 is based in Vista, California. Learn more at www.formula100.com.



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