



ZWIFT PARTNERS WITH CANYON AND PEDAL MAFIA TO LAUNCH JUNIOR DEVELOPMENT TEAM BUILT TO PUT A NORTH AMERICAN RIDER BACK ON THE TOP STEP OF THE TOUR DE FRANCE PODIUM WITHIN A DECADE

Program will develop the next generation of North American talent in partnership with UCI World Tour teams and make junior cycling absolutely impossible to ignore along the way.

Zwift, the global online fitness platform for cyclists, today announced the launch of a North American U19 junior development racing team created in partnership with bicycle brand Canyon and cycling apparel brand Pedal Mafia. The team will field both men's and women's squads of junior riders from the United States, Canada, and Mexico, and will race

in North America and Europe. The team has a clear ten-year mission: to put a North American rider on the top step of the Tour de France.

"It has been over twenty years since a North American rider stood on the top step in Paris, and we are committed to change that," said Eric Min, Zwift CEO and Co-Founder. "North America is one of the most important cycling markets in the world, but professional road racing has all but disappeared here. Standing up a world-class team is our answer. We are investing directly in the next generation of North American talent, and are doing so alongside partners who share our belief that this sport deserves a bigger future on this continent."

The new team arrives at a moment when North American road cycling lacks the visibility, fandom, and financial support it once enjoyed during the eras of Greg LeMond, Andrew Hampsten, and Steve Bauer, when their performances in the Tour de France lifted cycling into mainstream culture. With the Los Angeles 2028 Olympics on the horizon and women's cycling experiencing record growth (fueled in part by Zwift's long-running partnership with the Tour de France Femmes avec Zwift), the founding partners believe the time is right to invest in the youth riders who will define the next decade of the sport.

"For us, there is no better investment in cycling than the next generation," said Canyon founder Roman Arnold. "When Eric first brought us the idea, the answer was an easy 'yes' and we are proud to be the first brand to back his vision of finding North America's next Tour de France champion. I also believe this team will teach all of us something about building community and delivering value to sponsors in the social-first era we now live in."

Crucially, the team will be anchored by a foundation established by Eric Min. Backed by long-term financial support from Zwift and private donors, the foundation is designed to fund racing, coaching, equipment, and athlete development well beyond a typical sponsorship cycle, eliminating the year-to-year financial uncertainty that has historically constrained programs like this one.

"Junior development cannot be a two-year experiment. It has to be a generational commitment," said Min. "That is why the long-term plan is to establish an endowment for our team. We are creating a permanent platform for North American riders, one dedicated to helping our athletes reach their full potential on and off the bike, and we plan for it to be here long after our first champion carries the Yellow Jersey into Paris."

Founding partners include Zwift, Canyon, and Pedal Mafia, with sporting and pathway support from Alpecin–Premier Tech, Fenix–Premier Tech, and Canyon//SRAM. "Eric and his partners have set an ambitious goal, and it's not possible to reach a goal this lofty without a clear pathway to the top," said Philip Roodhooft, General Manager of Alpecin–Premier Tech and Fenix-Premier-Tech. "We are honored that Alpecin–Premier Tech and Fenix-Premier Tech will bridge between this program and the WorldTour, and we believe the next North American Tour de France champion could very well come through this program."



The team will be led by veteran cycling director Roy Knickman, a former Olympian and professional rider who rode for the iconic La Vie Claire (alongside Greg LeMond), Toshiba-Look and 7-Eleven teams with deep experience developing junior talent.

The new junior team will officially launch later in 2026, with its first full team camp in Europe planned for December ahead of the 2027 racing season.



About Zwift

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA, and we know fun fuels results. Zwift utilizes massively multiplayer online gaming technology to create rich, 3D worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris, as well as our very own Watopia. Our app connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real-world effort powers your avatar in the game. From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive, and social fitness experience.

About Canyon

Canyon is one of the most innovative bike brands in the world. The concept began in founder Roman Arnold's garage and grew to be the world's largest direct-to-customer manufacturer of [road bikes](#), [mountain bikes](#), [triathlon bikes](#), [gravel bikes](#), [hybrid bikes](#), and [electric bikes](#). Canyon has earned its glowing reputation for innovation through

consistently using advanced materials, thinking, and technology. The iconic Canyon design is easy to identify. Alongside being boldly competitive and ever-expanding, they are committed to making the global cycling community accessible for every rider. While Canyon partners with some of the finest athletes on the planet, their mission, 'Inspire to Ride', highlights how they work to promote the power of cycling to everyone. Canyon products are exclusively available online at www.canyon.com or via the Canyon app.

About Pedal Mafia

Founded in 2014 by Jay Barron, [Pedal Mafia](#) was built upon the relationships and stories created on the road. A rider-led studio, the brand focuses on the gap between technical cycling gear and the culture of the people actually wearing it. With a considered approach to sustainable fabrics, premium craftsmanship, and a commitment to the sport, Pedal Mafia strives to achieve a modern wardrobe for the cycling enthusiast, weekend rider, or professional athlete. Originally born in Perth, Australia, the brand has grown into an international name with a US flagship showroom in Santa Monica, California.

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