

Strive:0N



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ENDURO, ELECTRIFIED

The Strive name has been synonymous with enduro performance ever since Fabien Barel smashed out a victory at the EWS in Finale Ligure back in 2014. Since then, the Strive platform has been refined and honed toward a single, focused goal: to be the best enduro mountain bike in the world.

With the advent of the E-Enduro World Series four years ago, we applied all that hard fought knowledge we'd gained during the enduro evolution of the Strive, juiced it up with brawny Bosch CX and CX-Race motors and Frankensteined a whole new bike into existence; the E-enduro-focused Strive:ON. Same basic concept, same attitude, same goal: to be the best (e)enduro bike in the world.

Sitting between the snappy and responsive, trail-focused Spectral:ON and the range-defying big hit performance of the Torque:ON, the Strive:ON was an immediate success. It stormed into existence offering a potent blend of power, range, race-ready performance, and the kind of perfectly balanced handling that turns any trail into a double-E ticket rollercoaster ride. Don't just take our word about the success. In its debut year, the Strive:ON was ridden to the overall E-EWS series win and scooped up multiple bike of the year and "best in test" awards the same way it went after race podiums.

Rather than rest on our laurels, we took stock of both praise and criticism, and went back to work. That's part of the meaning of the word "strive", after all; "to make great efforts to achieve or attain something."

The end result of that soul searching is the new Strive:ON. The same alchemy of awesomeness as before, but more refined, more powerful, even more durable, more... awesome.

THE ALCHEMY OF AWESOMENESS

We got a lot right with the first-generation Strive:ON, so there's a fair bit of carry-over into the new models. The geometry is rock stable at high speed; it is composed, balanced, and confident when every fraction of a second counts. It's also responsive, lively, and more fun to get rowdy with than a barrel full of monkeys. The mullet wheel configuration and dialed kinematics combine to keep things playful and poppy, 160mm of refined Triple Phase suspension sucks up everything from deep hits to baby-head rock gardens. The chassis feel hits just the right note of compliance and stiffness.

That said, we are perfectionists, and in the rapidly evolving world of motors and batteries, time waits for nobody. So, consider this new Strive:ON an evolution of a neo-classic. We will go through the changes in detail in the following sections, but for the TL:DR crowd, here's what you need to know: More power, more torque, stronger chassis, better durability, greater refinement.

The Strive:ON remains as race-bred and podium focused as ever. And it is still an absolute ripper of a full-power trail bike. It's tougher and faster now, though. Bosch's new CX and CX-R motors bring 750w of peak power and an eye-popping 120nm of maximum torque to the party, adding more stoke to every trail, making climbs almost as much fun as descents.





REAL WORLD DURABILITY

Both the CF and CFR Strive:ON share the same carbon fiber chassis, now with added reinforcement, and tested to a brutal Cat-4e standard. CFR stands for Canyon Factory Racing, which represents the pinnacle of our carbon fiber technology. It is an uncompromising design and testing arena. We strategically apply the highest quality carbon fiber where it's needed most, rigorously analyze the placement and layering of every piece of cloth, then squeeze every excess drop of resin out of the process. CFR sets the standard for cutting edge performance and durability, at the lowest weight possible. How low? The Strive:ON's advanced carbon frame weighs in at an impressive 2.45 kg (5.4 pounds).

It's not enough to fixate on making a frame super-stiff or ultra-light, though. Ride characteristics are also paramount. Massive downtubes are easy to make very strong and very stiff, but that stiffness can often come at the expense of ride quality. In the case of the Strive:ON we went to great lengths to increase strength but also balance this enhanced toughness with just enough chassis flex to maintain the legendary responsiveness and handling.

REAL WORLD DURABILITY

Now, take a look at this skid plate. It provides a layer of armor to protect the motor, but it's so much more than just a motor shield. It's a skid plate. And it can do exactly what the name implies. The new skid plate is even stronger than the one that debuted on the first Strive:ONs. Featuring a dedicated rear mount point and wrapping entirely around the lower down tube as well as motor unit, this little beauty is beefy enough to be smashed up against whatever mother nature left in the way. It protects not just the motor, but also the chainring, and in the case of misjudged power wheelies into downed trees, its pilot's dignity.

Details matter. There are the big-ticket items like a revised carbon fiber layup and higher output motors, and there are smart scene stealers like the skid plate and KIS 2.0 steering stabilization, but they don't mean much if all the little details are not completely lined up. Case in point: this new charge port. It's more robust and better sealed than the previous version. Enough said.





MOTORS THAT PUT THE E IN ENDURO

The previous generation of Strive:ON featured Bosch CX motors and offered a healthy 85nm of torque and 600w of peak power. But in the heated arms race of e-mtb motor technology, that isn't cutting it for full power bikes anymore. As such, the new Strive:ON runs with the latest Bosch powerplants. Strive:ON 8 and 9 models feature CX motors, while the Strive:ON CFR gets all the bells and whistles with the CX-R.

Both models feature 120nm of max torque and 750w of peak power, and boost rider input by 600% (up to 15 kmh), and this power is seamlessly delivered quickly and intuitively for a very smooth and tractable ride that allows riders to focus on line choice, confident in the knowledge they've got the power to overcome any obstacle.

The Bosch CX and CX-R are both controlled via integrated Smart System Top Tube Control Centers that let riders choose between ride modes and power levels, as well as monitor battery level and interface with the deeper programmability of the Bosch Flow App. A Bluetooth Mini Remote mounts next to the handgrip, allowing riders to operate key functions (including walk mode and hill hold) without having to lift a hand from the bars.

In addition to being lighter (150 grams) than the CX, the CX-R boasts an additional two ride modes: Race Mode provides a more aggressive power ramp-up with "lag free acceleration" and consistent output up to the maximum speed limit. eMTB+ Mode is a more powerful version of Bosch's eMTB Mode, using onboard sensors to enhance traction and minimize wheel slippage.

Range anxiety concerns are quelled by the juicy 750wh battery nestled in the downtube. This is held in place via a custom mount that securely protects the battery yet still provides quick and easy access for rapid-fire battery swaps should the need arise.



PURE POWER, PURELY IN YOUR CONTROL

All the power in the world is of little use if it can't be controlled. We designed the Strive:ON to excel at the sharp end of E-enduro competition, but we also needed it to be the kind of bike that enables riders of all levels to ride faster, more smoothly, and with more confidence. The goal with the Strive family has always been to help riders unlock their inner superhero. We also needed it to excel everywhere, at every kind of riding, from the walking speed chess games of technical climbs to wide open park laps.

Control, comfort, and traction are the keys to success here. To that end, the geometry, suspension kinematics, and KIS 2.0 are all part of the confidence and control formula. Another major component of this mix is the continued refinement of Bosch's CX series motors. 120nm is a massive fistful of torque, make no mistake. Without some very sophisticated system control, it would be a recipe for one exceptionally long crash reel filled with loopouts, blown corners, and flailing wheelspin.

In addition to being compact, competitively lightweight, silky smooth and as reliable as a hammer, Bosch CX and CX-R motors are incredibly well controlled. Both motors dole out power smoothly and precisely. This equates to a very natural and easily controlled, amplified ride feel, and an abundance of dependable traction everywhere.







ALL-MOUNTAIN ABILITY. BIG MOUNTAIN STABILITY.

When we introduced the Strive:ON, we referred to its handling as "aggrogility"; a nod to how composed and stable it is in big mountain terrain, but at the same time how much tire-ripping fun it is, well, everywhere. Rather than go wild with geometry adjustments, we opted to focus on a proven handling formula that emphasizes both the "stability" and "fun" traits.

A 63.5-degree head angle, long reach and long wheelbase, plus 160mm of tuned, plush rear suspension instills a beyond-Zen level of calm stability to the Strive:ON, keeping the wheels tracking straight in even the most chunked out, wheel eating, high-speed alpine gnarl. Motor and battery mass is kept low and central. From chasing seconds mid-stage in the bony limestone chunder above Finale Ligure to white-knuckling granitic rock gardens in the high Sierra, the Strive:ON is built to excel at speed. This unflappable red-zone composure is further enhanced on the second-generation Strive:ON by Canyon's KIS 2.0, our proven steering stabilizer.

KIS is an elementally simple, incredibly reliable, extra layer of confidence and composure. Using a simple-yet-ingenious configuration of pretensioned springs and high-strength bands, K.I.S. creates a carefully tuned centering force in the steering that helps filter out unwanted wheel deflections in rocky terrain.

ALL-MOUNTAIN ABILITY. BIG MOUNTAIN STABILITY.

The K.I.S. system's pretensioned springs and opposing bands are attached to a cam ring on the fork steerer, producing a counter force that actively brings the steering back to centre.

The entire K.I.S. system is unobtrusively nestled within the top tube and wraps around the fork steerer. Aside from keeping the whole show pointed smoothly ahead at Mach-chicken, KIS also enhances control on techy steep singletrack climbs and sketchy off-camber terrain. The damping feedback level is easily adjusted with a single hex key. For the purists out there who prefer an entirely unfiltered experience, we made the K.I.S. system easily installed or removed.

Keeping things fun, the Strive:ON relies on a steep 78-degree effective seat angle to effectively feed power to the pedals, alongside a generous serving of anti-squat at sag. This provides a stable and efficient pedaling platform, with the side benefit of adding some snap to the responsiveness when stomping on the pedals or pushing into a jump face. The bottom bracket doesn't sit quite as low as it does on the Torque:ON – a nod to the fact that the Strive:ON is intended to rip up the climbs with the same intensity as it bombs the descents.





ALL SEASON. ALL OUT.

Ride more, wrench less. That may not sound like a revolutionary philosophy, but it's core. Your bike should be your ally in riding faster, pushing your limits, hunting for podiums, doing wheelies, boosting jumps, and flattening those hills. All of these things are roughly a billion times better than spending your weekends prowling about your garage, growling at your out-of-commission bike, and wondering why maintaining it couldn't be easier. To that end, we designed the Strive:ON to be hassle-free so you can focus on what actually matters—riding.

The new Strive:ON frame has been redesigned to be even stronger than before. The bike meets rigorous Category 4e testing frame standards, which are tailored to ensure that the frame holds up to the extra stress that e-MTBs, particularly race-level models like Strive:ON, face. The testing includes longer and harder load and stress tests that simulate the high speeds, stresses, and kilometers an e-MTB like the Strive:ON will face in the field.

Throw in the same sealed bearings and thread inserts developed for Sender CFR by our race team mechanics, and you can ride hard and rest easy knowing that the Strive:ON is built to last. The thread inserts protect your frame from irreparable thread damage (should someone get a little overzealous with tightening those bolts). Likewise, those double-sealed bearings filled with proprietary grease throughout the suspension laugh at the worst weather and keep your suspension feeling silky smooth for the long run.

The skid plate is a robust little beefcake that protects not just the motor, but the chainring, the frame, and the battery. And check out that cable routing! Through the headtube, via clean, easily blanked ports. Enough said.

Finally, durability extends beyond the Strive:ON's frame to the motor and power supply as well. Bosch CX and CX-R motors are deservedly famous for their long life and very low maintenance.

AMAZING KITS. KILLER VALUE.

The new Strive:ON will be available in three flavors, from budget baller to e-EWS race replica, each offering an unbeatable combination of spec and value.

At the top of the totem pole sits the Strive:ON CFR. This is our no-holds-barred, full-on pro level e-EWS carbon framed race machine, kitted out with RockShox Zeb Ultimate fork, Vivid Air shock, SRAM X0 AXS 12 drivetrain, Maven SLVR 4-piston brakes, and DT Swiss HX1700 wheels. Power is fed into this beast via a Bosch CX-R motor, with additional Race and eMTB+ modes. We'd say this is a "no expense spared" build, based on the top-shelf spec, but it still rolls out at an incredibly compelling 7.499€.

Featuring a Fox 38 Performance Elite fork, Float X2 shock, SRAM Eagle 90 12sp drivetrain, SRAM Maven brakes, DT Swiss H1900 wheels, and our beautiful, Cat4e tested carbon fiber frame, the Strive:ON CF9 cuts no corners when it comes to aggressive all-mountain prowess, but is even gentler on the wallet at 6.499€. Power is provided by a Bosch CX motor, with 750w peak power and 120nm of terrain flattening torque.

With the same top-tier carbon fiber chassis as its siblings, and the same rugged, quiet, high-output Bosch CX motor, the Strive:ON CF8 offers otherworldly performance at a very down-to-earth price of 4.999€. RockShox Domain Gold fork, Super Deluxe Base shock, Shimano Deore 12sp drivetrain and MT7120 brakes, and Sun Ringle SR309 wheels are journeyman workhorse components that represent exceptional value without skimping on performance or reliability.



STRIVE:ON SPECS

	STRIVE:ON CF8	STRIVE:ON CF9	STRIVE:ON CFR
Frame	Strive:ON CF	Strive:ON CF	Strive:ON CF
Fork	Rock Shox Domain Gold R	Fox 38 Performance Elite	Rock Shox ZEB Ultimate
Shock	Rock Shox Super Deluxe Base	Fox X2 Performance	Rock Shox Vivid Ultimate
Motor	Bosch CX BDU 38	Bosch CX BDU 38	Bosch CX-R BDU 38
Battery	750Wh	750Wh	750Wh
Transmission	Shimano Deore M6100	Sram Eagle 90 Transmission	Sram XO Eagle Transmission AXS
Crank	FSA CK745	Sram Eagle 90	Sram XO
Brakes	Shimano SLX M7120	Sram Maven Base A1	Sram Maven Silver B1
Wheelsset	SunRingle SR309 Enduro Comp SunRingle SR307 Enduro Comp	DT-Swiss H1900 29" DT-Swiss H1900 27,5"	DT-Swiss HX1700 29" DT-Swiss HX1700 DEG DF 27,5"
Tires	Schwalbe Magic Mary Perf. 29" Schwalbe Magic Mary Perf. 27,5"	Maxxis Assegai Exo+ MG 29" Maxxis DHR2 DD MT 27,5"	Maxxis Assegai Exo+ MG 29" Maxxis DHR2 DD MT 27,5"
Handlebar	Canyon G5	Canyon G5	Canyon G5
Stem	Canyon G5	Canyon G5	Canyon G5
KIS	KIS 2.0 - Fitted as standard	KIS 2.0 - Fitted as standard	KIS 2.0 - Fitted as standard
Seatpost	Canyon SP0081 S = 170mm M = 200mm L = 200mm XL = 230mm	Canyon SP0081 S = 170mm M = 200mm L = 200mm XL = 230mm	Canyon SP0081 S = 170mm M = 200mm L = 200mm XL = 230mm
Saddle	Ergon SM Neo	Ergon SM Neo	Ergon SM Neo
Grips	Ergon GDH	Ergon GDH	Ergon GDH
Colours	Raw Stealth	Raw Stealth	CFR Mint
Framesize	S,M,L,XL	S,M,L,XL	S,M,L,XL
Wheelsize	Mullet	Mullet	Mullet

STRIVE:ON FAQ

01 WHEN CAN I TALK ABOUT THE NEW STRIVE:ON??

Tell your friends on May 1st, 2026, at 11:00 AM CEST.

02 HOW MANY BIKES ARE IN THE STRIVE:ON LINE-UP?

There are 3 models, each equipped with a 750 Wh battery.

- Strive:ON CFR 7.499€
- Strive:ON CF9 6.499€
- Strive:ON CF8 4.999€

03 WHAT MOTOR SYSTEM DOES THE STRIVE:ON USE?

The Strive:ON CF 8 and CF 9 come with the Bosch CX Performance motor while the CFR is kitted with the CX Performance Race. We chose the Bosch CX Performance line because of its proven pedigree, outstanding power, natural-feeling pedal assist, and unrivaled, global customer support network.

04 HOW MUCH SUSPENSION TRAVEL DOES THE STRIVE:ON HAVE?

170 mm up front and 160 mm in the rear.

05 WHAT WAS CANYON AIMING TO ACHIEVE WITH THE STRIVE:ON IN TERMS OF RIDE QUALITY AND PERFORMANCE?

We wanted to take the EWS race-winning pedigree of the Strive and inject it into an e-MTB. Designed specifically to race in the EWS-E series, the Strive:ON brings the agility and all-out speed needed for the highest levels of competition.

The high-powered Bosch motor is the industry standard for racing technical e-Enduro stages, while the stable geo and durable frame mean racers can ride on the limit. It's a bike that both racers and performance-focused riders will love.

06 HOW DID CANYON DECIDE ON THIS BIKES GEOMETRY?

With the goal of designing an agile e-MTB that is stable at high speed, our team settled on a combination of the Strive and Spectral geometries. Compared to the non-electric Strive, the Strive:ON has longer chainstays and a steeper seat tube to maximise climbing performance.

07 WHAT WHEEL SIZE DOES THE STRIVE:ON HAVE?

Mullet wheel size: 29" up front and 27.5" in the back.

08 WHAT'S THE DEAL WITH FRAME STIFFNESS? WHAT WAS CANYON TRYING TO ACHIEVE?

As a result of the extra wide downtube required to house batteries, it was important to make sure the Strive:ON wasn't too stiff. Our engineers optimised the carbon layup to add some compliance to the rear triangle to improve traction and reduce rider fatigue. over long days of racing. The overall stiffness is comparable to that of the non-electric Spectral and Strive, but slightly more compliant than the Torque:ON.

STRIVE:ON FAQ

09 WHAT SIZE BATTERY IS THIS BIKE EQUIPPED WITH?

All models and sizes are equipped with 750 Wh batteries.

10 WHAT IS THE RANGE OF THE BOSCH MOTORS AND BATTERIES?

The estimated range for Bosch-powered e-bikes can be found on the Bosch Range Calculator.

11 WHAT DOES CATEGORY 4E APPROVED MEAN IN TERMS OF HOW THIS E-MTB CAN BE RIDDEN?

Anything short of downhill world cup courses, big bike park hits, and freeride cliffs are within Strive:ON's capabilities. It's dialed in for brutally tough enduro stages.

12 IS THIS GOING TO BE A HARD-HITTING TRAIL E-MTB, OR AN EWS-E RACE FOCUSED MACHINE? OR BOTH?

The design of the original Strive:ON was driven by our ambitions in EWS and the bike immediately proved itself a winner on the e-enduro circuit. But the bike certainly performed away from the race tape as well, proving to be a great option for heavy duty trail riding on a day-to-day basis. This all holds true today as well.

13 HOW MUCH DOES THE NEW FRAME WEIGH?

In size M, the Strive:ON frame weighs 2.45 kg.

14 IS THE BIKE AIR SHOCK AND COIL SHOCK COMPATIBLE?

The Triple Phase kinematic has been designed to work with both air and coil sprung shocks.

15 WHAT IS THE SHOCK SIZE AND HARDWARE SIZE ON THE STRIVE:ON?

230 x 65, 25 x 8, 40 x 8 mm

16 WHAT IS THE MAX CHAINRING SIZE ON THE STRIVE:ON?

36 max with a 55 mm chain line. Bike is spec'd with a 36.

17 IS THERE A CHAINGUIDE AND CHAINRING PROTECTION?

We learned the chainring is in harm's way a lot on technical EWS-E stages and can take a lot of abuse. So, we designed a reinforced skid plate under the chainring that attaches directly to the Bosch motor. We took inspiration from Enduro MX skid plates and created two rails which reduce contact area and helps the skid plate slide. The new Strive:ON features an even more robust skid plate than the first-generation Strive:ON.

STRIVE:ON FAQ

18 WHAT IS THE MAXIMUM LENGTH FORK I CAN FIT TO THE STRIVE:ON? IS IT DUAL CROWN COMPATIBLE?

180 is the max recommended fork and dual crown is not possible due to the reduced steering angle cause by the wide downtube.

19 THE STRIVE:ON LOOKS TO FIT A STANDARD 600 ML BOTTLE AND CAGE. IS THAT RIGHT? ARE THERE ANY OTHER STORAGE FEATURES?

A 600 ml bottle fits with a side loader bottle cage.

20 WHAT IS THE MAX TYRE REAR SIZE FOR THE STRIVE:ON?

2.5 inches or 66 mm.

21 WHAT HANDLEBAR REMOTE WILL THE BIKE SHIP WITH?

The bike comes with the Bosch Mini remote BRC3300 that interacts with the system controller via Bluetooth.

CANYON