

WE FEMMES. RIDING OUR OWN LINE.

CANYON//SRAM riders launch We Femmes movement built on a single idea: every woman who rides brings someone who doesn't. It starts at the Tour de France Femmes avec Zwift.



Embargoed until 11:00 CEST, Tuesday 28th July 2026: Ten years ago, CANYON//SRAM started with a point to prove: that an elite women's cycling team did not need to be an addendum to a men's one.

Ten years on, CANYON//SRAM is among the most popular, most successful and most recognised in the sport – the team rewrote the playbook of professional women's team training, scouting, diversity and design – and reached the dizzying heights of a 2024 Tour de France Femmes avec Zwift win with Kasia Niewiadoma-Phinney.

That point is settled. This is the next one.

A new movement is launching. We Femmes. Backed by the riders and wider team at CANYON//SRAM, launched at the biggest stage in women's cycling, and championed by Canyon, SRAM, Zwift and Ryzon, amongst others. We Femmes is designed to elevate women's cycling to new levels of popularity and

participation. Its aim is substantial and its ambition is long-lasting: **to galvanise the next era of women's cycling.**

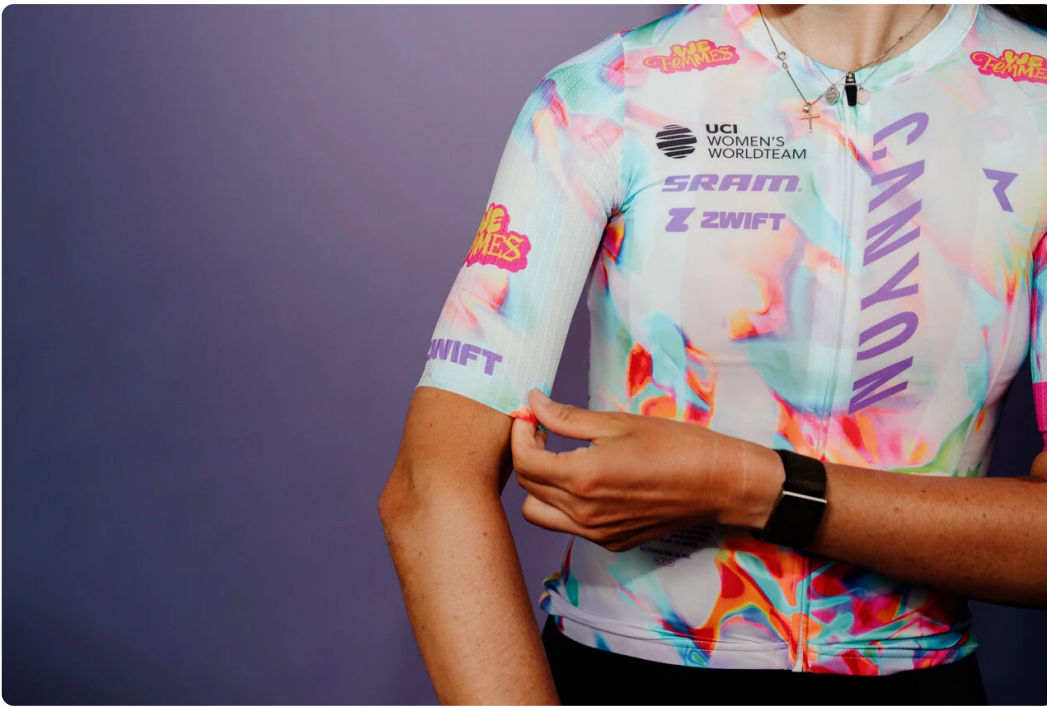
It has one central idea, and it is deliberately the simplest one available: **If you ride, bring a woman who doesn't.**



This is not intended to be an advertising campaign towards women. It is a chain of invitations between women. Behind almost everyone who started cycling is someone who has already been through it – We Femmes is built on that concept.

Every We Femmes ride is open, free, and nobody gets dropped. It just asks you, as a rider, to do one thing: bring someone who doesn't. And next year, that new rider can bring someone else who doesn't.

This goes far beyond wording on a jersey. We Femmes stands together with team partners like SRAM, Zwift and Ryzon, and highly successful movements, like Zwift's Watch the Femmes, to bring thousands of community-level riders into the sport.



The number, honestly.

Canyon is committing to bringing a minimum of 1,000 women a year to We Femmes rides and events, every year, for ten years.

With each rider bringing a new rider with them, cumulatively, those numbers add up quickly. But we are not claiming a target beyond what we can control. We are claiming a method, and we will publish how many riders we've attracted and how many have engaged meaningfully with the We Femmes movement.

What is already true:

From the top of the world – or at least the top of Alpe d'Huez – to grassroots levels, CANYON//SRAM has already inspired a generation.

- Kasia's victory in yellow: CANYON//SRAM rolled up to stage five of the 2024 Tour de France Femmes avec Zwift with a custom-painted Aeroad in yellow. Along with matching yellow helmet, glasses, bottles, bar tape, even yellow tape over the radio earpiece. An inspiration and a celebration for an incredible rider who went on to inspire millions of women around the world after her 2024 overall victory.
- CANYON//SRAM Generation, the development team that has taken riders into the professional peloton by routes that did not previously exist — among them Sophie Alisch, who arrived from professional boxing, and Tsige Kahsay Kiros, who made the journey from Ethiopian cycling to the professional European racing circuit.

- Dr. Nina Linnert, team doctor for CANYON//SRAM has spent years supporting riders in taking advantage of the different phases of the menstrual cycle for training and racing, replacing male performance templates with programmes created specifically for women.
- The team's kit. Over 10 years frequently cited as the best kit in the peloton for its stunningly disruptive design. And now new for 2026, produced by new team partner RYZON, on sale in women's and men's sizes, it comes with the philosophy: If you ride, you belong. The CANYON//SRAM Tour de France Femmes avec Zwift jersey is the first place the We Femmes campaign will appear, making its debut on television screens worldwide.
- Canyon rides. Ambassador or employee-led. Arranged by women, open to anyone, already rolling. At events, stores or Canyon service centres around the world.

Now it's time to inspire the next generation.



In Her Words

"Women's cycling has developed in leaps and bounds since I first started racing. It has evolved from a largely male-dominated space into a sport where women have a much greater spotlight on the professional stage, giving us the opportunity to be seen and inspire others. At the same time, we're seeing more initiatives that make cycling more welcoming at a community level, encouraging more women to get involved and creating a pathway towards the professional side of the sport."

"CANYON//SRAM has been a trailblazer in this space alongside the team's long-term partners, always looking for new ways to push boundaries and help grow women's cycling from every angle. We Femmes is another step on that journey. It's an exciting new idea, and I hope it encourages many more women into this beautiful sport as we work to strengthen cycling communities around the world."

— **Tiffany Cromwell, CANYON//SRAM rider since 2016.**

"Nobody arrives at a bike event by accident. Someone brings you — lends you a bike, tells you what to wear, waits at the top. Behind every woman trying something new is a friend who's already been through it. We Femmes is just that, at scale, and it works whether you're chasing a podium or a coffee stop."

— **Claudia Gorgues, Canyon Road Marketing Manager.**

What happens next?

- August 2026 — Tour de France Femmes avec Zwift: The We Femmes kit makes its debut in front of roughly 25 million television viewers and close to half a million roadside fans, from the Grand Départ in Lausanne through Mont Ventoux to the finish in Nice. Alongside it: rides, watch parties, workshops and cheering zones, open to anyone who turns up.
- Autumn 2026 — Listening: We Femmes rides led by CANYON//SRAM riders in key European cities, plus focus groups and open sessions. What we hear gets said, and we publish it, including the parts that are challenging.
- 2027 — Beyond the peloton, beyond current fans: Riders, chapters and collaborations that reach women who don't currently see themselves in cycling at all.

Quotes

"Over the past ten years of CANYON//SRAM, our ambitions have always extended beyond racing. Throughout our journey, we've seen women's cycling evolve not only on the road, but through the stories, connections and community that have grown alongside the sport. Together with partners such as CANYON, SRAM and Zwift, we've been proud to help shape that evolution."

"Designed by new partner RYZON, this stunning We Femmes jersey celebrates how far we've come and shows that the future is bold and bright. Seeing it worn by CANYON//SRAM and CANYON//SRAM Generation in

front of countless fans – from the biggest stage at the Tour de France Femmes avec Zwift to rides and events of every size around the world – is incredibly special."

— **Beth Duryea, Marketing and Communications Manager, CANYON//SRAM.**

"We Femmes is exactly the commitment and action we set out to inspire with Watch the Femmes. Lasting change happens when brands, teams, communities and partners align behind a shared mission. This is a fantastic opportunity to build – at grassroots level – on Watch the Femmes' momentum within bike racing."

— **Kate Veronneau, Director of Women's Strategy at Zwift**

"We started Canyon to put the best bike in the world into the rider's hands — directly, with no one in between. Not a version of the best bike. The best one. For most of this sport's history, a race bike for a woman meant a man's bike, built smaller and painted differently. We are engineers. Ten years alongside CANYON//SRAM mean we no longer have to guess — we have been building and testing with the fastest women in the world, and that knowledge belongs in every bike we make: the fit, the geometry, and every point where the rider meets the machine. We Femmes isn't ours. We'll fund it. The women riding will decide what it becomes."

— **Roman Arnold, Executive Chairman & Founder, Canyon Bicycles**

For We Femmes rides and events, follow [@canyon_road](#) or CANYON//SRAM's [@wmncycling](#) channel.

The new We Femmes jersey from RYZON is available now via Canyon.com, the Canyon App and Ryzon.com.

NOTES TO EDITORS

1. This release is embargoed until 11:00 AM, Tuesday 28th July 2026.
2. The new Canyon//SRAM jersey, produced by Ryzon, is available in women's sizes XS-XL and men's sizes XS-XXL, priced at 130 EUR.





3. Canyon will report on We Femmes participation every year, ahead of the Tour de France Femmes avec Zwift.

4. For additional images, [see here](#).

About Canyon

What started in founder Roman Arnold's garage has grown into the world's leading direct-to-consumer bicycle manufacturer. Renowned as one of the most innovative brands in the industry, Canyon designs bikes for every discipline – from road, triathlon and gravel to mountain, city, trekking, and e-bikes.

Canyon partners with the finest athletes and teams on the planet, taking insights from the toughest race conditions to engineer bikes and components for the highest levels of the sport. The result: award-winning bikes that set the standard for performance, innovation, and engineering – built to deliver at the highest level on any terrain.

"Pure Cycling" is the mission driving Canyon to ignite a passion for cycling around the world thanks to a streamlined direct-to-consumer model, smart digital services, and Canyon Stores and service partners offering expert advice, community experiences, and full support. At the same time, Canyon is committed to responsible business practices, sustainable production, and the safety and well-being of employees, partners, and the environment.

Canyon bikes are available at canyon.com, through the Canyon app, and at selected Canyon Stores worldwide.

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