

CANYON EXTENDS PARTNERSHIP WITH VÄTTERNRUNDAN, THE WORLD'S LARGEST RECREATIONAL CYCLING EVENT, WITH NEW YEAR-ROUND COMMUNITY HUB

A three-year contract extension transforms traditional event sponsorship into a year-round physical and digital community platform with the Canyon Social Hub.



Canyon Bicycles and Vätternrundan, organizer of the world's most legendary long-distance cycling event in Sweden, have announced a three-year extension of their strategic partnership. Expanding beyond traditional logos and finish-line banners, the two partners are enhancing their sponsorship approach with the introduction of the **Canyon Social Hub** - a dedicated physical and digital space designed to bring cyclists together through shared experiences, product interaction, and community engagement both during and beyond the event.

From June 5 to June 13, 2026, this Hub in the heart of Motala, Sweden, welcomes cyclists of all levels. From beginners on the shorter tracks to endurance riders preparing for the main loop around Lake Vättern, everyone is invited to drop by, connect, and elevate their ride.

What's Happening at the Canyon Social Hub?

Throughout the entire festival week, the event village in Motala will serve as a rider basecamp, offering a lineup of interactive experiences.

Visitors can test ride Canyon's latest award-winning innovations, including the race-proven Aeroad and the advanced Endurace all-road endurance bike, directly on a dedicated on-site test track. Beyond the track, the Hub features an extensive product showcase where Canyon experts are on hand to provide personalized sizing advice, helping riders find their perfect fit. Supported by a compact tech area for quick adjustments, the Hub also acts as the central community crossroads. A welcoming space to swap route strategies and connect with fellow cyclists.

" We are very proud to deepen our collaboration with Vätternrundan. For us, it is a natural platform where passionate cyclists come together, from recreational riders to experienced endurance cyclists. Over the next three years, we look forward to creating even more value for participants and contributing to the development of cycling in Sweden."

Anders Lundqvist, Marketing Manager Sweden & Norway at Canyon Bicycles



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The impact of this partnership goes beyond the festival itself: the Canyon Social Hub brings the Nordic cycling community together year-round, both online and in person. It brings cyclists together through local rides in key Nordic cities such as Stockholm (Sweden), Turku (Finland), and Oslo (Norway), plus workshops, training sessions, and Strava challenges.

"Canyon is a strong and innovative brand that shares our vision of inspiring people to get active and take on new challenges. Their decision to extend and deepen the collaboration for another three years is a clear confirmation that together we are creating value for cyclists."

Oskar Sundblad, CEO of Vätternrundan

Connecting the Global Community

Vätternrundan is just one chapter in Canyon's global mission to stay close to the cycling community and champion the spirit of *Pure Cycling*. From iconic international road races and dusty gravel festivals to local weekend meetups, the brand is constantly on the ground where riders gather. To make finding these community experiences effortless, cyclists can easily track and join Canyon's upcoming local pop-ups, official shakeout laps, and community events worldwide through grouprides.cc.

NOTES TO EDITORS

The physical Canyon Social Hub at Vätternrundan is officially open to the public throughout the Vätternrundan festival week in Motala from **June 5 to June 13, 2026**, and remains accessible online for year-round community connection. [You can discover it 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](https://www.canyon.com), through the Canyon app, and at selected Canyon Stores worldwide.

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