

CANYON ELIMINATES "DOORSTEP DUTY" WITH NEW ALL-IN PRICING MODEL FOR CANADIAN CUSTOMERS

New all-in pricing for Canadian customers arrives in time for the fall; simpler pricing, easier decisions.



Embargoed until Wednesday 27th August 2026: Up until now Canadian customers buying Canyon bikes received an unwanted gift from the delivery driver: an invoice for import duties. While this was clearly communicated in the check-out at Canyon.com, it certainly interrupted the excitement of a new bike delivery. But as of today (Wednesday 27 August), Canyon's transition to a **Delivered Duty Paid (DDP)** model in Canada, means that the price you see is the price you pay.

With this so-called "doorstep duty" removed, Canyon's pricing in Canada has become more transparent, and a major friction point for Canyon's Canadian customers has been solved.

New operations in Canada unlock new service and logistics operations

Following the announcement in 2025 of Canyon's first market manager for Canada, several service and logistics options have been unlocked, including this transition towards a DDP model or all-in pricing model of importing goods.

This allows Canyon to act as the official importer, handling the heavy lifting of customs and brokerage. For the rider, this means the price seen at checkout is the final price paid. No more invoices or fees at the door – just a bike ready to hit the road or hit the trails.



Costs now included by Canyon during the Canadian checkout phase include import duties, local sales tax (GST/HST) and shipping charges for delivery from its German assembly facility directly to the customer's front door.

"By bringing in this price transparency we are reducing barriers to Canadian customers looking to purchase Canyon bikes. This is just one of the measures we're bringing in to provide better support and servicing for Canadian riders."

Canyon Canada market manager David Cathcart

The Canadian market is seen as having significant growth potential for Canyon. It was a territory that organically attracted Canyon purchases without direct after-sales support being offered in the country - until

2025.



With the start of Canyon's active market management in Canada, customers can expect further barriers to purchase being removed, an expanded portfolio including the introduction of e-MTBs and a greater emphasis being placed on market growth activities in the coming period.

For more on Canyon in Canada, take a look at the expanded network of national [Authorized Service Partners \(ASPs\)](#), who offer Collect & Ride services, or, for visitors to the Road World Championships in Montreal (12-27 September), keep an eye out for Canyon's downtown pop-up location - further details to be revealed soon.

NOTES TO EDITORS

1. For journalists looking to sign up for Canyon's news distribution list in Canada, please [Subscribe to your chosen press list 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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