

CANYON OPENS ITS KOBLENZ CAMPUS TO EVERY RIDER FOR THE 'PURE CYCLING' FESTIVAL, FINAL WEEKEND IN AUGUST

Global bike brand opens HQ doors to every rider: athlete talks, bike racing, test rides, behind-the-scenes test-lab tours, and much more.

You know the moment. When the noise falls away and all that's left is you and the ride. That's Pure Cycling — and over the weekend of the 29th and 30th of August, Canyon is opening its newly expanded Koblenz campus so thousands of riders from around the world can come and find theirs. The Pure Cycling Festival returns to Koblenz after a seven-year absence.

Last held in 2019, the much-loved event gave riders unprecedented access to the world of high-performance bikes: the place where the bikes are designed, tested and built, and the people who build them.



Now, with a recently expanded campus including the Canyon headquarters and the new E-Performance Center, the 2026 event promises guided rides, extensive bike testing, exciting challenges, and special guests

from the international cycling scene. A particular highlight: exclusive behind-the-scenes insights into areas of the company that are usually off-limits to the public.

Located in one of Germany's premiere riding destinations, where Canyon has developed, tested and manufactured its bikes for almost 25 years, the global festival is easily accessible for international travellers flying into nearby hubs such as Frankfurt Airport (FRA) or Cologne Bonn Airport (CGN).

Pure Cycling Festival highlights

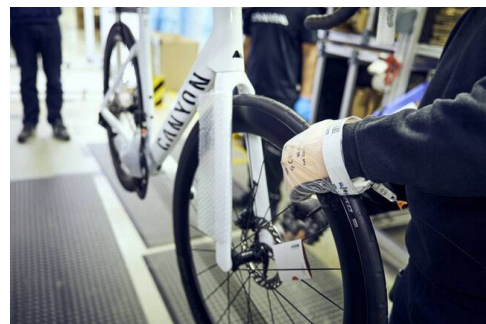
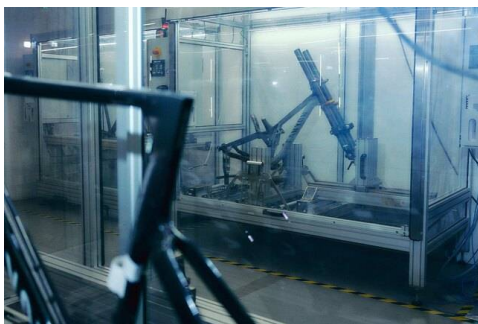
For some, the Pure Cycling Festival is the rare chance to see behind the scenes at the world's most successful direct-to-customer bike brand — and to meet the engineers who put its bikes through the test lab. For others, it's the chance to ride the bike of their dreams, or to buy one and ride it out the same day, direct from the people who built it. Either way, for all visitors, there's plenty on offer:

- **Dream Bike Test Rides:** Ever wanted to ride the bike of your dreams? Take that opportunity at the Pure Cycling Festival! From Road, MTB, and Gravel to Triathlon, Urban, E-bikes, and even kids' bikes - simply drop by our test area to try out a bike on-site and get one-to-one guidance from our experts on which bike is best for the rider you want to become.
- **Guided Group Rides:** Whatever your pace, whatever your taste, Road, Mountain Bike and Gravel group rides tailored to different skill levels will be heading out into the Koblenz countryside. Bring your own bike or pre-book one of our test bikes for your ride-out to discover the incredible riding Koblenz has to offer.



- **Closed-Street Sprint Races X Rad Race:** The roads surrounding the Canyon campus are transforming into a fast-paced short track, brought to you in partnership with *Rad Race*. Designed for ambitious speed demons, expect pure high-octane racing right outside our HQ. *Hup, hup, hup!*

- **Behind-The-Scenes Tours:** From the state-of-the-art Test Lab, packed with an assortment of high-tech scanners and heavy-duty impact testing jigs, to Canyon's manufacturing facility and E-Performance Center, technical deep-dives will lift the lid on how bikes are built, getting you hands-on with Canyon's production line and advanced product testing.



- **Meet the pros:** Hear firsthand from stars like Jan Frodeno, Sam Pilgrim, Fabio Wibmer, Marei Moldenhauer, Lukas Schäfer, Braydon Bringham and Eric Porter about how they train, what they've learned, and what gear they use. Join your idols for a ride on the course or get a personalized autograph at the signing session.

- **Bikes to go & Exclusive Deals:** Found something you just can't let go of? With our wide selection of Bike2Go bikes, you can buy your new ride right on the spot and take it home the very same day. Plus, visitors this weekend can enjoy exclusive deals on selected models - including great freebies with the purchase of any promo bike.



- **MTB World Champs Watch party:** You didn't think we'd miss the Mountain Bike World Championships did you? We'll have a watch party with live on-site commentary. Join us in cheering on our Canyon DH and XC racers as they go for gold on the World Champs circuit in Val di Sole.
- **Expert advice:** Confused about leasing options? Want to know what New Bike Day actually feels like? Speak to our experts about Leasing partners, New Bike Day experiences and ask for tech explainers — building your bike is part of the pleasure, not a chore.
- **Snacks and drinks:** After all that riding, or talking about riding, you're sure to work up a hunger. On-site food trucks and the Canyon Café will be open for food and drink.

"The Pure Cycling Festival in Koblenz is back and I could not be happier. We want to make this the premier annual gathering for Canyon fans and anyone deeply interested in the culture of cycling. Pure Cycling is an open invitation to every rider, on any bike, at any speed. Simply, if you ride, you belong, and I'm looking forward to welcoming riders from around the globe to our new Campus."

Canyon Founder and Executive Chairman, Roman Arnold



Where, when and how to register

- **Where:** The Pure Cycling Festival takes place at the Canyon Campus, Karl-Tesche-Straße 12–14, Koblenz, Germany
- **When:** August 29–30, 2026
Saturday: 9:00 AM – 6:00 PM (*followed by the Sprint Race X Rad Race*)
Sunday: 10:00 AM – 3:00 PM
- **Admission:** Free of charge and open to everyone. Registration is only required for select program highlights. As spots fill up quickly, we recommend booking your group rides, test bikes, and factory tours in advance at grouprides.cc. Last-minute visitors can also sign up on-site, subject to availability.

For exact timings over the whole weekend, check out the information on grouprides.cc and [Canyon social media channels](#) a few days before the event.

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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