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# Legendary freerider Sam Pilgrim signs with Canyon

*British rider welcomed to Canyon CLLCTV roster*

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**(CET)** — With his infectious enthusiasm and extensive list of achievements, Sam Pilgrim is one of the most recognised faces on the global free ride scene. And from 2023, he'll be riding for Canyon, one of the most recognised bike brands.



Despite being only 32, he's been riding competitively for over 20 years. Originally from Colchester, UK, Sam Pilgrim is now globally recognised for his hugely successful [Youtube channel](#), which reaches over 1.8m subscribers with bi-weekly video releases.

But it was competing at the highest levels of slopestyle, freeride and dirt riding that earned Sam his stripes.

He first came to attention on the international stage at 17 with victory in Austria's King of Dirt competition. The [FMB World Tour](#) Champion title came in 2013 and podium places at [Crankworx](#), [Dirtmasters](#), [Red Bull Joyride](#) and [FISE](#) festival followed. His noticeable appearances at [X-Games](#) and [Red Bull Rampage](#) have since contributed to his legendary status.

In 2015 Sam directed his focus into content making and launched the [Sam Pilgrim Youtube channel](#). It grew into one of the biggest channels in the MTB world. And despite the demands of managing a highly popular Youtube channel, Sam continues striving to meet his personal challenge of one podium place per year. Alongside this, his challenges, trips and adventures inspire a huge number of riders across the globe.



Sam will join Canyon CLLCTV in 2023. Canyon CLLCTV is Canyon's community of global off-road riders, racers and ambassadors and, with the goal of bringing riders together and encouraging more people to hit the trails, Sam is a perfect fit for the brand's off-road family.

As someone who will ride just about any bike, anywhere, anytime, Sam will be repping most of Canyon's MTB range. For freestyle and street riding duties the [Stitched 720](#) and [Stitched 360](#) dirt jump bikes with their 'category 5' abuse rating are perfect. For trail riding he'll use Canyon's [Spectral](#) and [Stoic](#) models, whereas for bike park days and big mountain hits the [Canyon Torque](#) will be Sam's go-to bike. And when he wants to hit the trails lap after lap, Sam's [Spectral:ON](#) and [Torque:ON](#) e-MTBs will be the stars of the show.



He says: *"Hello everyone. 2023 with Canyon is gonna be epic. It's a dream come true. I'll be riding the best bikes alongside the sickest team which means loads of amazing times, a bunch of sick videos coming your way and I'll be hitting a few contests over the year, and loving every minute of it. Let's go!"*

Jack Noy, Canyon's Gravity Brand Manager said: *"It's massively exciting news for Canyon and the CLLCTV to be working with Sam. He has a huge reputation for being an incredible rider, and his positivity and down-to-earth approach acts like a magnet to bring more people into the MTB world. We're stoked to be able to support Sam, and we're looking forward to 2023 and beyond."*

Sam's first project with Canyon is planned for February 2023 with a video expected in the spring.

## NOTES TO EDITORS:

### 1. Sam Pilgrim channels:

- [Sam Pilgrim - YouTube](#)
- [Sam Pilgrim \(@sampilgrim\)](#) • Instagram photos and videos

### 2. Images

Available in [Sam Pilgrim's media kit here](#). It is password protected. The password is: pilgrim2023

Image credit: Lewi Pilgrim [@lewbo](#)

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#### ABOUT CANYON

Canyon is one of the most innovative bike brands in the world. The concept began in founder Roman Arnold's garage and grew to be the world's largest direct-to-customer manufacturer of road, mountain, triathlon, urban, hybrid, and electric bikes. Canyon have earned their glowing reputation for innovation through consistently using advanced materials, thinking, and technology. The characteristically classy Canyon design is easy to identify. Alongside being boldly competitive and ever-expanding, they are committed to make the global cycling community accessible for every rider. While Canyon partners with some of the finest athletes on the planet, their mission, 'Inspire to Ride', highlights how they work to promote the power of the pedal stroke to everyone. Canyon products are exclusively available online at [www.canyon.com](http://www.canyon.com).

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