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# CANYON BICYCLES PARTNERS WITH FORMULA ONE STAR VALTTERI BOTTAS

**Brand ambassador role for Bottas as his cycling adventures expand**



**KOBLENZ, OCTOBER 13, 2022 | EMBARGOED UNTIL OCTOBER 14, 2022, 10 AM (CEST):** Canyon Bicycles GmbH (“Canyon”), world-leading direct-to-consumer manufacturer of premium bikes in Koblenz, Germany, proudly announces its partnership with Finnish Formula One racing car driver Valtteri Bottas.

As a bike enthusiast and self-confessed Canyon fan, Bottas will join other notable superstars who work with the company, including basketball icon LeBron James, multi-talented cyclist Mathieu van der Poel, three-time triathlon World Champion Jan Frodeno and YouTube trials sensation Fabio Wibmer.

Bottas is already no stranger to Canyon bikes; his Canyon road and gravel bikes are often seen at famous Formula One racing circuits, where they provide the Finn with an escape and an opportunity to get some exercise. Cycling however is more than just this for Valtteri, who this year was pictured at the Tour de France Femme handing out bottles to the Canyon-SRAM team; his passion runs deep.



The relationship with Canyon will help Bottas to further develop his interests in cycling, not least in FNLD GRVL, a Finnish gravel event that takes place in collaboration with the US event SBT GRVL and Bottas' partner, Canyon//SRAM Racing's Tiffany Cromwell.

Valtteri Bottas: *"I have ridden Canyon bikes for several years already, becoming increasingly impressed at their commitment to innovation and performance. Having had the chance to meet some of the people behind the brand recently, it's only fuelled my passion. Now I'm looking forward to telling my cycling journey as an official Canyon ambassador, showcasing what I love about riding on two wheels."*

Canyon will work with Bottas to elevate brand awareness and raise interest, initially around his passion for gravel and road riding, later expanding towards other cycling disciplines such as MTB and urban riding.





*“Valtteri is a cycling superfan and I’m excited to work with him,” said Canyon’s Stefan Wyman. “We’re also thrilled to join forces to help in a small way to bringing FNLD GRVL to life and to grow the appeal of cycling not just in his native Finland but to his huge global fanbase. His personality and genuine experiences with Canyon make him the perfect person to tell an engaging cycling story.”*

Valtteri’s next event will be racing Belgian Waffle Ride Kansas on Sunday 16th October.

Canyon meanwhile will work with Valtteri to expand its reach and develop growth areas. The company is at the crossroads of many societal tailwinds, including health, wellness, sports and mobility, as well as online distribution. It continues to expand its international footprint and trajectory as a leader in innovation, technology and performance in the bicycle industry. The company is a category leader in all competitive and recreational road, gravel, mountain and urban cycling disciplines, developing cutting-edge performance technologies for the highest level of the sport, integrating them into bikes to support grassroots athletes and stimulate new riding communities. Valtteri Bottas joins Canyon to help in that journey.

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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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