

CANYON

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JASPER OCKELOEN SIGNS WITH CANYON

Dutch multi-discipline rider welcomed to Team Canyon

KOBLENZ, GERMANY | EMBARGO: TUESDAY 10 JANUARY 2023, 11:00 (CET) —

Jasper Ockeloen is something of an enigma. Businessman and beach racer. Sock fanatic and sprint specialist. Junior road champ, e-bike cross-country champ and European beach race champ. If he's hard to beat, he's even harder to pigeon-hole. He has a razor-sharp focus on his goals, whether in business or in racing, and from 2023 his choice of bike brand will elevate his performances to the next level.

This season, whether it's on road, sand, gravel or dirt, Jasper Ockeloen will be aboard Canyon bicycles.



Ockeloen hails from Dordrecht in the Netherlands and after a junior career at Rabobank Continental road team, the Dutchman turned towards competitive mountain bike racing, picking up several Dutch national championship titles, alongside setting up his fledgling sock business, [Sockeloen](#). Last season he rose to prominence in yet another discipline, topping the podium at Gravel Locos in Hico, Texas.

This season he will continue in that direction with his sights set on making a name for himself in Gravel racing. Aboard Canyon's gravel fleet, the Grail and the Grizl, he's targeting several high-profile international Gravel races this season. And if that wasn't enough, during the winter season he'll also make use of Canyon's Exceed bike which, with clearance for wide tyres and long top tube for an aerodynamic position, doubles up both a great XC bike and beach race bike.

"Canyon is a very iconic brand for me, chosen by some of the most exciting athletes in the world. I'm so very proud to be joining their ranks. As an athlete, as an entrepreneur and as a marketer, I'm committed to giving everything I can towards improving my performances and making the best possible impact for Canyon," said Jasper.



Matt Leake, Canyon's Road Brand & Marketing manager said: *"Jasper's multi-discipline talent makes him a really exciting rider to work with. He's raced his whole life but has started to make real waves in the Gravel scene the last couple of years, where his huge engine, technical skills and experience really make him stand out. But more than that, his open approach and down-to-earth personality, together with his performances on the bike, will help us shine a light on some of the global events that deserve greater recognition."*

Jasper's first race aboard Canyon was GP Groot Egmond-Pier-Egmond beach race in the Netherlands on Saturday 7th January where he rode a customised Canyon Exceed with SRAM XPLR groupset, 48T front chainring, Zipp 3ZERO Moto wheels and Schwalbe G-One tyres.



He'll follow that with the Dutch National Beach Racing Championship at Wijk aan Zee on Sunday 19th February before switching his focus to Gravel, as he targets the [UCI Gravel World Series](#) and other gravel events, including [Unbound Gravel](#) in Emporia, Kansas.

NOTES TO EDITORS:

1. You can find Jasper at:

[Jasper Ockeloen \(@oijasper\)](#)

2. Images

All images included available for print or digital publication. Image credit: Schwalbe / [@NLSFLM](#)

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.

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