

CANYON

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SEND IT INTO ORBIT: CANYON & NINEYARD LAUNCH COLLABORATION BIKE & APPAREL LINE



EMBARGO: TUESDAY 7 FEBRUARY 2023, 11 AM (CET) — Canyon Bicycles, world-leading manufacturer of premium bikes, has joined forces with the MTB apparel brand NINEYARD to create a one-of-a-kind bike and clothing collection.

Boosting jumps, floating over gaps and going big are a huge part of both brands' missions, so this debut collaboration takes inspiration from the true masters of airtime, the astronaut. Subtle spaceflight-inspired design touches look fly and remind riders how both the bike and the apparel are ready to launch.

At the centre of the collaboration is a special edition Canyon Stitched 360 Pro jump bike. The Stitched 360 Pro NINEYARD bike blends Canyon's precision engineering with NINEYARD's unmistakable style. Ultra-clean graphics and a bespoke Reflective Spaceship White colourway make this a truly unique bike.



With the same legendary Stitched 360 frame and bulletproof spec as the standard Stitched 360 Pro, this isn't just a garage show piece. Marzocchi's Bomber DJ fork eats up the hardest hits and the DT Swiss 533d rims are wrapped in Maxxis DTH 2.3 tyres to keep things rolling jump after jump. SRAM's Guide T brake helps you scrub speed and save loop outs, while Truvativ's stiff Descendant 6K cranks offer no nonsense strength and power transfer. At the controls are Canyon's G5 bar and stem offering class-leading strength and durability to withstand everything from Downhill to Freeride and Slopestyle.



Completing the collection and cranking up this collaboration is the all-new limited edition NINEYARD X Canyon apparel range. Designed to create playgrounds and ride everything. From the jumps, to the pumptrack, to the streets, the collection features hand-picked pieces which fuse style, comfort and functionality for perfect on-bike performance and off-bike wearability.

"Having the Canyon logo on our clothing and seeing our logo on their bikes gets everyone at NINEYARD super stoked. Creating cool content, cool apparel and a sick looking bike with one of the most accelerating brands in the industry was good fun and we're really happy about the final products. Besides the obvious connections we have with Canyon, such as some of our team riders, it was a smooth project since we naturally align very well on our designs and technical approach."

— said Jan Roericht, Managing Director & Design at NINEYARD.

Unique colour combinations and logo details across the whole collection create a fresh look for the complete line-up, all designed to be worn together, or for riders to pick out their favourite pieces. For winter sessions, the Softshell Jacket deals with the wind and the cold and the Masked Street Hoodie keeps things extra toasty. Long sleeve and short sleeve jersey options come in oversized fits that hang just right on and off the bike and have you covered for all conditions. The Street Riding Jeans' two-way stretch and riding focussed cut steps up freedom of movement and durability. Topping things off is a NINEYARD X Canyon Snapback hat with stealthy black on black graphics.





“Canyon’s clean aesthetic has been our calling card for many years, so when NINEYARD launched in 2021 with its line-up of super-fresh designs, we felt an immediate connection between the two brands. We’re stoked that this collaboration came together in a way that brings out the unique characters of both Canyon and NINEYARD.”

— said Canyon Gravity Brand Manager Jack Noy.

The Stitched 360 Pro Nineyard is available now, exclusively at canyon.com. The Nineyard X Canyon apparel collection is available both at the Canyon webshop and at nineyard.world.

NOTES TO EDITORS:

1. Image captions:

- **Gallery 1:** Finished in custom Nineyard Spaceship Reflective White, the Nineyard Stitched Pro 360 always stands out. Up front the Marzocchi DJ fork is ready to take the brunt of any jump line. Copyright: Canyon Bicycles
- **Gallery 2:** Head-to-toe steeze. The Nineyard X Canyon apparel works on the bike, and stays wearable away from the trails. Copyright: Canyon Bicycles
- **Gallery 3:** Bespoke colour combinations and logo details make the apparel collection truly unique. Copyright: Canyon Bicycles

2. For more lifestyle and studio images: [see the media kit here](#).

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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