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CANYON SIGNS KIWI TRIATHLETE HAYDEN WILDE

Wilde joins Canyon to broaden his competitive horizons



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(CET) — Kiwi star Hayden Wilde is the latest athlete to join Canyon Bicycles' triathlon roster. Following the announcements of Chelsea Sodaro, Florian Angert, Kat Matthews and Sam Laidlow, Wilde becomes the fifth and final rider to be announced this season, cementing Canyon's commitment to supporting triathlon at all levels, from talented young athletes to legendary Hawaii champions.

Wilde is an Olympic and Sprint distance triathlete who claimed bronze at the age of 23 in the Tokyo 2020 Olympics, held in July 2021, and silver at Birmingham's Commonwealth Games in 2022. Now 25, Wilde is already being touted as one of the favourites for the 2024 Olympics. But there's more strings to his bow than short distance competition.



Already a highly-ranked XTERRA athlete with a gold medal to his name in the 2021 championships, Wilde's move to Canyon will see him broaden his repertoire even further by stepping up to middle distance triathlons with a bike partner who can support his cycling interests.

"Hayden is one of the most exciting and intriguing competitors in triathlon at the moment. He is a fantastic all-round competitor with superb bike handling skills and huge ambitions across different race formats in the next few years."

"Hayden will be working with us to help him reach the very pinnacle of the sport. By linking him with our highly experienced R&D team, we will continue to innovate and develop cutting-edge products in support of the best performance athletes in the world," said Markus Fachbach, Canyon road and triathlon brand manager.



Wilde, who has a European base near Wuustwezel, Belgium, recently received Canyon's elite performance Speedmax CFR triathlon bike, which he will use for middle-distance triathlons, as well as an Aeroad CFR road bike for sprint distance triathlons.

"I'm stoked to be joining Canyon," said Wilde. *"It's an incredible privilege to have such a range of high-performance bikes available. It gives me the freedom to develop my racing programme and set some challenges for the year ahead. At the same time, it's exciting to have the support and backup from Canyon. We've already got some things in the pipeline and I'm looking forward to seeing these projects come together later this year."*

Wilde's first race aboard a Canyon will be the 2023 World Triathlon Championship Series in Abu Dhabi on 3 March. To stay up-to-date with the latest information from Hayden visit [@hayden_wilde on Instagram](#).

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.

The word 'CANYON' in a bold, black, sans-serif font, slanted to the right.

Canyon