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CANYON ACCELERATES ASIA PACIFIC EXPANSION WITH APPOINTMENT OF LEADING INDUSTRY PLAYER HIDEKI MOCHIZUKI

KOBLENZ, GERMANY | EMBARGO: FOR IMMEDIATE RELEASE — Canyon Bicycles, the world-leading, direct-to-consumer bicycle manufacturer based in Koblenz, Germany, has announced bicycle industry veteran Hideki Mochizuki will head up the company's expansion into Asia.



Mochizuki, otherwise known as Mochi-san, has joined Canyon as the company's General Manager for the Asia Pacific region. He will be part of Canyon's Executive Leadership Team and will be responsible for driving the company's regional expansion, accelerating sales and delivering a best-in-class customer service proposition for the region.

Mochizuki joins Canyon with 11 years of experience in the bicycle industry, most recently as Managing Director of Specialized Asia Pacific. Prior to Specialized, Mochizuki worked for sporting goods company Nike for 14 years, starting initially in their marketing team before moving to their footwear business and assuming the role of Sales Director for Japan. Mochizuki brings a wealth of experience in delivering growth, strategic leadership, driving customer-centric operations and transforming business operations.

Hideki Mochizuki, Canyon General Manager Asia Pacific: *“Canyon is an international and highly desirable brand for Asian customers. It’s a true leader in the direct-to-consumer business with an innovative and disruptive business model that inspires riders to take up cycling in new ways. Asia Pacific offers Canyon huge potential, not only in attracting new customers but also in the potential to build longer-lasting relationships.”*

Canyon CEO Nicolas de Ros Wallace: *“Recruiting Mochi-san helps us in our ambition to be the world’s most inspiring and innovative bike brand. This is a hugely significant appointment because it allows us to grow our brand faster in the Asia Pacific region, attracting and inspiring new customers, offering better customer service, and bringing customers more opportunities to access our brand.”*

Hideki Mochizuki will commence his employment with Canyon on 1st March 2023.

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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