

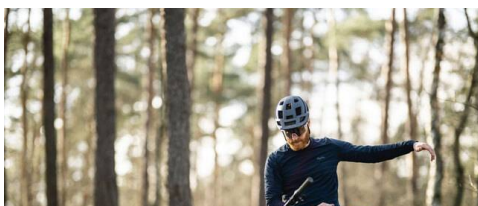
CANYON AND ZWIFT ANNOUNCE ACTION-PACKED SCHEDULE OF EVENTS IN MONTRÉAL THIS SEPTEMBER

This September cycling fans can find Canyon and Zwift events in two Montreal locations – find out exactly where and when.



Following their [recently announced pop-up locations](#) in Montreal, Canyon Bicycles and global online fitness platform Zwift are sharing more details about their upcoming fortnight of cycling activities.

Timed to coincide with GP Montréal and the 2026 UCI Road World Championships, the immersive program offers cycling fans a unique opportunity to ride, connect, and celebrate the sport. Canyon and Zwift will be joined by athletes and ambassadors over the two-week period including renowned crit racer and highly skilled rider **Alec Briggs** (pictured below left), gravel pro racer **Freddy Ovett** (middle), Los Angeles based rider **Shreddy Pendegrass**, athlete and keen cyclist **Georgia Hunter-Bell**, and former Zwift Academy winner **Ella Harris** (right).





From community ride-outs and elite watch parties to product unveilings and pub quizzes, their events will be split across two dedicated hubs: **L'Arrivée** for daytime activities and **Siboire Saint-Laurent** for evening entertainment.

Daytime activities at L'Arrivée

Serving as the daytime hub, L'Arrivée offers fans the chance to test Zwift's recently launched flagship smart bike, the Zwift Ride v2, and explore a premium lineup of Canyon road and gravel bikes. Here's the programme of activities:

Sat, 12 Sept

- **09:00 Road Ride Out:** Join us for an 80 km road ride featuring sections of the Elite Men's course and a coffee stop at Mont-Saint-Bruno. Boost your rides with nutrition taste testers from Maurten. Canyon demo bikes available on request.
- **10:00 Official opening:** Walk-in customers welcome, indoor Zwift demos available. Boost your rides with nutrition taste testers from Maurten.
- **19:00 Opening Party:** L'Arrivée opening party sponsored by Shimano (19:00–22:00).

Sun, 13 Sept

- **09:00 Road Ride Out:** Join us for a 55 km road ride to Circuit Gilles Villeneuve and along the Saint Lawrence River. Boost your rides with nutrition taste testers from Maurten. Canyon demo bikes available

on request.

- **10:00 Watch Party:** Take in all the action from GP Montréal on the big screen.

Please note, venue closed on Monday 14th and Tuesday 15th September.

Wed, 16 Sept

- **08:30 Demo rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Gravel Ride Out:** Join us for a 30 km double-loop mixed surface route between Chemin de la Champagne and Ave du Parc.

Thu, 17 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Road Ride Out:** Join us for a group rollout to Circuit Gilles Villeneuve for self-paced track laps - with **Alec Briggs**.
- **13:00 Gravel Ride Out:** Join us for a 30 km mixed surface (gravel/tarmac) ride via Chemin de la Champagne.

Fri, 18 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Gravel Ride Out:** Join us for a 30 km mixed surface (gravel/tarmac) ride via Chemin de la Champagne with **Alec Briggs**.
- **12:00 Canyon Presentation:** Discover everything you need to know about the brand new Canyon Grail.

Sat, 19 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Road Ride Out:** Join us for a 110 km road ride featuring sections of the Elite Men's course and a coffee stop at Mont-Saint-Bruno. With **Alec Briggs**.

- **14:00 Canyon Presentation:** Find out about the development of Canyon's new time trial machine, the **Speedmax CFR TT** bike.

Sun, 20 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors.
- **09:00 Road Ride Out:** 55 km road ride starting and finishing at L'Arrivée. With **Alec Briggs**.
- **10:00 Watch Party:** Elite Men's & Women's Time Trial viewing. Boost your rides with nutrition taste testers from Maurten.

Mon, 21 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Road Ride Out:** Short group rollout to Circuit Gilles Villeneuve with **Alec Briggs**.
- **10:00 Watch Party:** Men's & Women's U23 Time Trial viewing.
- **14:00 Presentation:** Discover **Canyon Predict**, a cycling innovation of the future that promises to significantly improve road safety and performance.

Tue, 22 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Gravel Ride Out:** Join us for a 30 km mixed surface (gravel/tarmac) ride via Chemin de la Champagne with **Freddy Ovett**.
- **10:00 Watch Party:** Mixed Relay & Junior TT viewing.

Wed, 23 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Road Ride Out:** Join us for a community ride to Circuit Gilles Villeneuve led by **Shreddy Pendergrass**.
- **12:00 Canyon Presentation:** Discover **Canyon Predict**, a cycling innovation of the future that promises to significantly improve road safety and performance.
- **14:00 Canyon Presentation:** Lift the lid on how **Canyon Bicycles** develops its elite road bikes for champions of cycling.

- **15:00 Gravel Ride Out:** Join us for 30 km of mixed surface (gravel/tarmac) riding via Chemin de la Champagne with **Freddy Ovett**.

Thu, 24 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Road Ride Out:** Join us for a short 30 km road ride with **Freddy Ovett**.
- **10:00 Watch Party:** Women's U23 & Junior Men's Road Races viewing.

Fri, 25 Sept

- **08:30 Demo Rides:** Canyon demo bikes available outdoors, Zwift demo bikes available indoors. Boost your rides with nutrition taste testers from Maurten.
- **09:00 Ride Road Out:** Join Watch the Femmes & We Femmes for a 50 km road ride with **Georgia Hunter-Bell, Ella Harris and Freddy Ovett**.
- **10:00 Watch Party:** Men's U23 & Junior Women's Road Races viewing.

Sat, 26 Sept

- **09:00 Road Ride Out:** Wahoo x Escape Collective long road ride (approx. 110 km) led by **Wahoo CEO Gareth Joyce** to Mont-Saint-Bruno. With Georgia Hunter-Bell, Ella Harris and Freddy Ovett.
- **09:00 Watch Party:** Watch The Femmes: Elite Women's Road Race viewing (09:00–14:00). Boost your viewing with nutrition taste testers from Maurten.

Sun, 27 Sept

- **09:00 Road Ride Out:** Join us for a 55 km pre-race road ride to Circuit Gilles Villeneuve. Boost your rides with nutrition taste testers from Maurten.
- **12:00 Watch Party:** Arrive early to claim a great seat and settle in for the Elite Men's Road Race (12:00–17:00).

Canyon and Zwift demo bikes are available to test during opening hours except on elite time trial or road race weekend days (Sunday 20th, Saturday 26th or Sunday 27th September). All Canyon demo bikes are equipped with Wahoo computers preloaded with curated local routes. All visitors are welcome to enjoy racing on big screens at L'Arrivée. Coffee is provided by partners Ursae and La Marzocco.

** Please note that L'Arrivée will be closed on Monday 14th and Tuesday 15th September and will be closing at 14:00 on Saturday 26th September. **



Evening Activities at Siboire Saint-Laurent

When the sun goes down, Siboire Saint-Laurent transforms into the official Canyon x Zwift evening hub. Expect a vibrant atmosphere, exclusive announcements, and high-energy cycling entertainment.

Thu, 17 Sept

- **18:00 Product Launch:** Join Canyon product managers for the unveiling of their new **Canyon Grail**.

Thu, 24 Sept

- **19:00 Canyon x Zwift x Escape Collective Pub Quiz:** Top-tier cycling trivia with prizes to be won. From 19:00 until 21:00.

Fri, 25 Sept

- **19:00 Zwift Racing Night:** Test your sprint speed on the indoor stationary smart bikes at the **Zwift Racing Night** (19:00–21:00).

Sat, 26 Sept

- **19:00 Post-Race Party:** Party time with **We Femmes x Watch The Femmes**. Celebrate the Elite Women's Road Race results at the post-race party. Includes hosted segments and potential appearances by pro riders.



Where to find Canyon x Zwift events

L'Arrivée can be found at *4646 Ave du Parc, Montréal, H2V 4E5*. **Siboire Saint-Laurent** can be found at *5101 Boul. Saint-Laurent, Montréal, H2T 1E4*.

For all the action and any last-minute programme changes head over to the [Canyon](#) or [Zwift instagram](#) accounts to see what's happening.

About Canyon

What started in founder Roman Arnold's garage has grown into the world's leading direct-to-consumer bicycle manufacturer. Renowned as one of the most innovative brands in the industry, Canyon designs bikes for every discipline – from road, triathlon and gravel to mountain, city, trekking, and e-bikes.

Canyon partners with the finest athletes and teams on the planet, taking insights from the toughest race conditions to engineer bikes and components for the highest levels of the sport. The result: award-winning bikes that set the standard for performance, innovation, and engineering – built to deliver at the highest level on any terrain.

"Pure Cycling" is the mission driving Canyon to ignite a passion for cycling around the world thanks to a streamlined direct-to-consumer model, smart digital services, and Canyon Stores and service partners offering expert advice, community experiences, and full support. At the same time, Canyon is committed to responsible business practices, sustainable production, and the safety and well-being of employees, partners, and the environment.

Canyon bikes are available at canyon.com, through the Canyon app, and at selected Canyon Stores worldwide.

Contact details

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<https://media-centre.canyon.com/en-INT/270396-canyon-and-zwift-announce-action-packed-schedule-of-events-in-montreal-this-september/>