

UNRELEASED CANYON SPEEDMAX OBLITERATES COURSE RECORDS AT CHALLENGE ROTH

Victory for Sam Laidlow with new world long-distance triathlon record.

Both Laidlow and fellow Canyon athlete Rico Bogan smash bike course record with next-generation Canyon superbike.



For immediate release: French triathlon star **Sam Laidlow** made history today at the 2026 DATEV Challenge Roth, successfully defending his 2025 title and claiming the first win for Canyon's unreleased Speedmax CFR in the process, **obliterating the world long-distance triathlon record** with an astonishing finishing time of 7:21:04.

It was far from plain sailing for Laidlow as Challenge Roth debutant **Rico Bogen** initially took control of the race, taking the lead in the water with four athletes in his wake, including Laidlow and fellow Canyon athlete **Jonas Schomberg**.

Bogen was first out of the water with a time of 46 minutes 54 seconds for the 3.8 km swim, but a slightly slower transition saw him start a tense bike leg together with Laidlow.

As a middle-distance specialist stepping up to the full distance for the very first time, Bogen was the race's wildcard. He proved he is a force to be reckoned with by shattering the Roth bike course record, clocking a blisteringly-fast 3:54:45 and taking approximately three minutes off the previous record.

Bogen's record-breaking ride was supported by **Canyon's new Speedmax CFR**, which officially launches on Thursday 9th July.

A major feature of the new bike is **an aerodynamic concept that covers the cockpit, fuelling, fitting and the frame.**

- A new fuelling module in the cockpit saves **7 watts in aerodynamic performance**
- Shielded 'pro-level' extension bars save an **additional 3 watts** (both recorded at 45 km/h)
- And the frameset sees a **250 gram weight decrease**
- With a concept that offers pro sport technology for all, allowing any customer to find their optimum aero position **straight out of the box.**



With such a strategic advantage in the bike leg, Laidlow and Bogen entered T2 neck-and-neck, holding a commanding 12-minute cushion over marathon powerhouse Kristian Blummenfelt.

That buffer proved to be enough for Laidlow, who held on, while in some considerable discomfort in the latter stages, finishing with a time of 7:21:04, **over two minutes faster than the previous record.**

However, the cumulative distance began to take its toll on Bogen who faded in the closing stages, conceding his 2nd place to Blummenfelt. He still managed to take an **impressive third place in his long-distance debut**, finishing in 7:26:24 hours. Canyon's Jonas Schomburg finished in fifth with a time of 7:32:17 hours.

While the immense cumulative effort of his debut took its toll on Bogen late in the run - conceding second place to a fast-finishing Blummenfelt - the young German held on for a third-place podium finish in 7:26:24. Canyon's Jonas Schomburg rounded out a dominant performance for Canyon's male athletes with fifth place and a time of 7:32:17.

In the women's field, Canyon athletes **Kat Matthews** and **Caroline Pohle** also debuted the new Speedmax CFR. While they lacked the final firepower to match the podium pace today, both delivered world-class performances to secure fourth and fifth-place finishes, clocking 8:31:35 and 8:32:49 respectively.

The brand-new Canyon Speedmax CFR officially launches on Thursday, July 9th, when full technical specifications and commercial availability will be announced.

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.

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