

# RACING FORWARD: CANYON AT THE TOUR DE FRANCE & TOUR DE FRANCE FEMMES AVEC ZWIFT 2026

*Elite Athletes. World-Class Bikes. The Ultimate Race.*



This summer, the spotlight returns to cycling's grandest stage: the Tour de France (July 4-26) and the Tour de France Femmes avec Zwift (August 1-9). From bold breakaways to brutal climbs and high-speed sprint finishes, millions will watch the Tour's biggest moments play out on the road. Among the field, athletes from Alpecin-Premier Tech, Movistar, Fenix-Premier Tech and CANYON//SRAM will turn heads with the new updated Aeroad CFR LTD – officially now the fastest bike in the peloton according to TOUR magazine.

## **The Race Ahead**

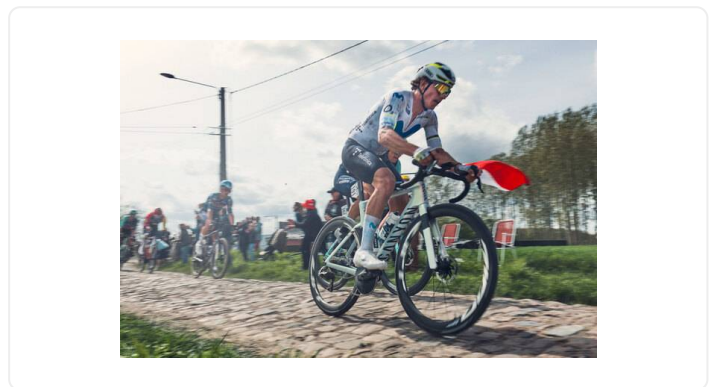
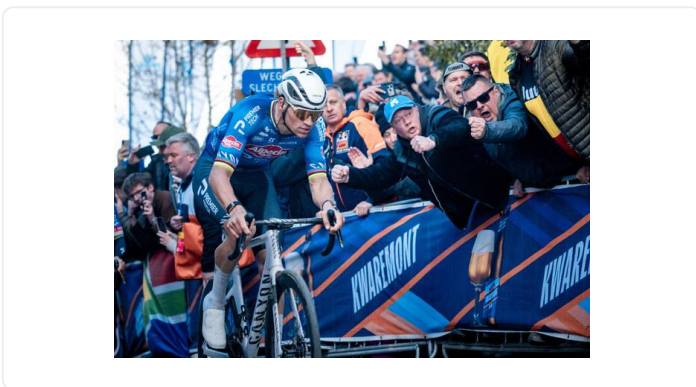
The 2026 men's **Tour de France** sets off in spectacular style with the Grand Départ in Barcelona on July 4th, bringing the world's biggest cycling race to one of Europe's most vibrant cities. From there, the peloton will take on 21 stages, 3,333 kilometres and more than 54,000 metres of elevation before reaching its iconic finale in Paris on July 26th.

The **Tour de France Femmes avec Zwift** returns for its fifth edition from August 1-9, starting with a Grand Départ in Lausanne, Switzerland, making its way atop the legendary Mont Ventoux for the first time in the race's history and finishing in Nice with a four-lap mountain course. Across nine stages – including one individual time trial – riders will cover 1,175 kilometres and around 18,000 metres of climbing.



## Canyon Teams Taking on the Tour

In 2026, Canyon is supporting five elite WorldTour teams across the Tour de France and Tour de France Femmes avec Zwift. In the men's peloton, Alpecin-Premier Tech lines up with one of the most explosive race squads in the sport, led by **Mathieu van der Poel** and sprint powerhouse **Jasper Philipsen**, while the Movistar Team brings proven Grand Tour and climbing experience with the likes of **Cian Uijtendbroeks**, **Nelson Oliveira** and **Michel Hessmann** to contend for a podium spots and stage wins.



The Tour de France Femmes avec Zwift 2026 marks a special milestone as Canyon celebrates 10 years of partnership with CANYON//SRAM. The team returns led by **Kasia Niewiadoma-Phinney**, who won the race in 2024 and has now had an impressive four-of-four streak of podium finishes. One rider hoping for inclusion is

**Zoe Bäckstedt**, who recently took double Road and TT titles in the British Nationals and claimed her debut WorldTour road race victory at the Tour de Suisse.

Canyon's presence in the women's peloton is further strengthened by Movistar Team, featuring Tour de Suisse winner **Marlen Reusser** (pictured) and the dynamic talent **Liane Lippert**. Adding even more depth to the competition, Fenix-Premier Tech brings the exciting all-round abilities of **Puck Pieterse** (pictured) alongside the sprinting power of **Charlotte Kool**.



## **Built to Race, Ready to Win**

Canyon's CFR (Canyon Factory Racing) bikes are built for the decisive moments of the race, from high-speed attacks to stage-winning performances. Designed to meet the demands of every race scenario, the line-up gives riders the tools they need when the route gets demanding, technical or unpredictable.

For mountain stages and steep climbs, riders may pick the **Ultimate CFR**: an ultra-light, responsive race bike engineered for control and efficiency across the toughest terrain.

To tackle the time trials, the **Speedmax CFR TT** maximizes efficiency and control so riders can gain seconds through every pedal stroke.

But for most of the stages, the **Aeroad CFR** takes centre stage. As Canyon's most aerodynamic road bike, it is built for fast finishes, full-gas attacks and the moments when every watt has to translate into speed.

Ahead of this year's races, Canyon dropped the updated **Aeroad CFR LTD**, refining a platform already proven at the highest level of the sport. Equipped with the new RACE Cockpit, the bike hit 198 watts in TOUR

Magazine's industry-leading wind tunnel test, setting a new benchmark for aerodynamic performance. Replacing the versatile PACE Bar – with its Gear Groove and Adaptive Cockpit System – with the one-piece, V-shaped **RACE Cockpit** not only reduces drag but also enables both pro and amateur riders to adopt a more aerodynamic position without sacrificing control or confidence.



At the Tour, this innovation is put to the ultimate test – where every watt counts, every second matters and speed can define the race.

### **Fan Favourites: Experience the Tour with Canyon**

This year Canyon will be closer than ever to fans after partnering with **L'Etape du Tour** – an event that sees 16,000 cyclists tackling a 170-kilometre course from Le Bourg-d'Oisans to the legendary Alpe d'Huez over the weekend of 18-19 July. Fans will find Canyon in the event village with activations, experiences and world-class race bikes to entertain visitors before, during and after the event.

Additionally, Canyon will celebrate the Grand Depart with their **Experience Partner Jordan Workshop Barcelona**, hosting of a series of events and activities that include an exhibition dedicated to the CFR racing program: From June 27 to July 5, the exhibition will offer a visual tour of Canyon's trajectory in Le Grande Boucle through iconic bicycles and jerseys from teams such as Alpecin-Premier Tech or Team Movistar, as well as exhibiting Canyon's latest road and triathlon models.

With its CFR bikes and world-class athletes ready to perform, and L'Etape fan activation in preparation, Canyon can't wait for the Tour to begin.

## **NOTES TO EDITORS**

If you are attending the Grand Depart in Barcelona, we invite you to join our celebrations of the start of the Tour de France, hosted by Jordan Workshop Barcelona. Please do reach out if you have any questions, we are happy to support.

## 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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