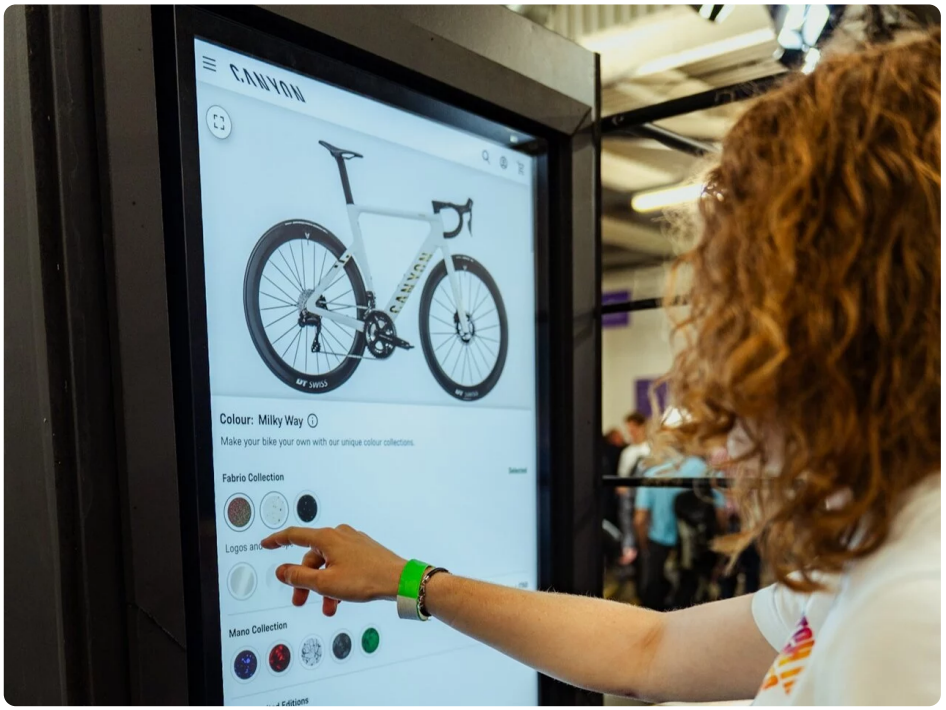
CANYON BRINGS STAR POWER, REVOLUTIONARY BIKES, AND MATHIEU VAN DER POEL TO THE 2026 ROULEUR SHOW IN LONDON

Witness Canyon's world-class roster of champions alongside revolutionary concept and race-winning bikes as Rouleur Live takes over London's Truman Brewery in Shoreditch.



LONDON, UK – 10 November 2026 – In the global cycling calendar, **Rouleur Live** stands in a category of its own—an intimate celebration of design, performance, and racing obsessives taking place from **12–14 November 2026** at London's Truman Brewery. Canyon's showcase this year reflects that focus to the letter. Visitors can expect an uncompromising display of engineering and athletic firepower, from the forward-looking ***Predict*** road concept and race-proven gravel tech to an iconic athlete lineup featuring **Mathieu van der Poel**.

Future Concepts and Podium-Topping Engineering

Future innovations and elite performance will be on full display as Canyon unveils its state-of-the-art machines and podium-topping bikes. Visitors will be treated to an up-close look at **Predict**, Canyon's

revolutionary road cycling concept bike that pushes the boundaries of future design and performance.



For off-road enthusiasts, the new, lightning-fast **Grail CFR** gravel race bike will be on show, demonstrating the pinnacle of all-terrain engineering. Furthermore, racing fans will have the rare opportunity to view a curated exhibition of iconic bikes from Canyon champions over the years.

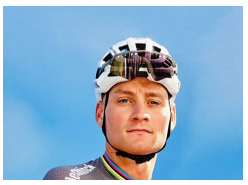
World Champions and Pro Stars on Stage

During the show, visitors will have the chance to hear unfiltered stories from the pro peloton and elite gravel circuits as Canyon athletes take to the Rouleur Live main stage across the event.

- Kicking off the action on Thursday evening, 12 November, Tour de France Femmes champion **Kasia Niewiadoma-Phinney** will take the stage alongside Taylor Phinney at **19:25** to share insights into a defining season and the mindset behind competing at the sport's highest tier.

- Later that night at **20:15**, multi-discipline phenomenon **Mathieu van der Poel** joins **Freddy Ovett** on the main stage for an in-depth conversation covering his world-title triumphs, his race craft, and what drives his cross-discipline dominance.









- On Friday, 13 November at **14:50**, Unbound winner and Canyon//SRAM standout **Rosa Klöser** takes the main stage to speak about *"Gravel racing and the price of progress"*.
- On Saturday, 14 November at **12:30**, Canyon All Terrain Racing duo **Carolin Schiff** and **Jasper Ockeloen** feature in the panel discussion *"Is this the end of the privateer?"*.

Alongside their theater appearances, athletes will also visit the Canyon booth for **signing sessions and meet-and-greets**, giving fans the chance to grab an autograph, take photos, and talk racing up close.

Expert Advice and Rider Support

The event offers a dedicated space to turn digital curiosity into real-world confidence. Canyon brand specialists will be available throughout the show to answer technical questions, offer tailored sizing advice, and demystify the direct-to-consumer purchase journey. Guests can explore the physical maintenance and partner service infrastructure available to Canyon riders, while discovering local group ride initiatives that keep the community connected long after the show doors close.

The 2026 Rouleur Show is the perfect opportunity to experience the future of cycling, celebrate its current champions, and discover what makes the Canyon community so unique. For the full programme and to purchase tickets, visit the Rouleur Show website here.

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 conduct, prioritizing ethical production practices as well as the protection and safety of its 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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