

CANYON//SRAM BEGINS NEW CHAPTER WITH REFRESHED VISION

Team confirms end of partnership with zondacrypto but remains grounded in its strong foundations, moving forward with unwavering focus and ambition.



May 29, 2026 – CANYON//SRAM has terminated its partnership agreement with zondacrypto, effective immediately, following breaches of contract. Moving forward with renewed determination, the team sees this step as the beginning of its next chapter in growth and performance. The team's long-term stability remains secure, with unwavering momentum driving its ambitious plans into the future.

For more than a decade, the team has established itself as one of the leading forces of women's cycling. A historic overall victory at the Tour de France Femmes avec Zwift, multiple world championship titles, and the creation of initiatives such as the Zwift Academy and CANYON//SRAM Generation – the first development team of its kind to sit alongside a Women's WorldTour programme – reflect the long-standing commitment of the team and its partners to performance and growth in the sport. These foundations give the team strong confidence as it begins this next chapter.

While both the WorldTour and Generation squads are in the thick of their racing seasons, CANYON//SRAM is managing a swift operational transition. Branding updates across digital platforms, equipment, team clothing, and formal UCI processes are already underway and will be fully completed by **August 1, 2026**. Effective immediately, the squads will be referred to as **CANYON//SRAM** and **CANYON//SRAM Generation**.

A Strong Foundation for Enduring Ambitions

Ronny Lauke, Team Manager of CANYON//SRAM: *"We have respected all contractual obligations and legal procedures, but are now happy to draw a line and move forward. Our focus is entirely on what comes next.*

"Over many years, we have built a strong organisation backed by visionary partners, experienced staff and talented riders who all believe in what this team stands for. For more than 10 years, we have proven on the world's biggest stages that the team is built to perform at the highest level and built to last. That gives us even greater confidence moving forward.

"We are moving into this next chapter with huge excitement for what lies ahead. We are motivated to deliver on our ambitions this season and beyond, while continuing to shape the future of women's cycling together."

Sporting update

The organisation's immediate racing focus is the Giro d'Italia Women, which begins tomorrow, May 30. A dynamic WorldTour squad is targeting both stage wins and general classification aims across Northern Italy. Ambitions to fight for the overall victory at the WorldTour level, including this year's Tour de France Femmes avec Zwift, remain unshaken.

Meanwhile, CANYON//SRAM Generation has a three-week break following podium performances across three stage races in the Czech Republic and Austria. The team of top young talents will next line up on June 12 at the Tour Féminin des Pyrénées, where the iconic Col du Tourmalet is set to feature.

For further enquiries: Beth Duryea | duryea@wmncycling.co

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](https://www.canyon.com), through the Canyon app, and at selected Canyon Stores worldwide.

Contact details

Ben Hillsdon

Director of Communications

Copy link

<https://media-centre.canyon.com/en-INT/266333-canyon-sram-begins-new-chapter-with-refreshed-vision/>