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CANYON ITALY ANNOUNCES PLANS FOR NEW BERGAMO OFFICE LOCATION AND RETAIL STORE

Canyon moves from Sommacampagna (VR) to new location in the heart of European cycling hub with retail location for in-person bike purchases.



After opening its Italian subsidiary in 2012, Canyon, one of the world's leading direct-to-consumer bicycle brands, has announced ambitious growth plans with a **new location in Bergamo, northern Italy, featuring a 580 m² retail location alongside an expanded workshop and warehouse facility**.

With Bergamo sitting between Milan and Verona at the centre of a vibrant hub of cycling brands, media and top-tier talent, Canyon will soon have immediate access to the largest, most active customer base in Italy.

This relocation marks a pivotal milestone for Canyon's growth in Italy with the retail location giving passionate bike fans the opportunity to connect with Canyon not only through retail and bike servicing but also through best-in-class experiences and community initiatives that matter for customers such as test rides, ride-outs, athlete visits, launch parties, viewing parties, and more.

The new 1250 m^2 site will provide space for Canyon to upgrade its operational infrastructure with modern offices and an exciting location to welcome customers.



Following the design of Canyon's customer hubs in Koblenz (Germany), Rotselaar (Belgium), Tres Cantos (Spain), Eindhoven (the Netherlands), Carlsbad (USA) and Munich (Germany), the new Bergamo location will bring Canyon's Pure Cycling experience to life with:



Canyon's new Bergamo office location will also support Canyon's network of over 40 Authorized Service Partners in Italy and imminent expansion of Experience Partners.

"Canyon was born from one rider's obsession to build the best bikes in the world. With that also comes providing the best support for riders. Our move to Bergamo is a monumental step for our presence in Italy and for fans of the brand. It brings us closer to the heart of the riding community, gives us greater opportunities to meet passionate riders, and unlocks further long-term potential for Canyon in Italy. We are excited to move to a location that reflects what riders expect from the world's leading direct-to-consumer bike brand."

Pablo Martinez, Canyon Market Manager Southern Europe



Canyon Italy will maintain its Sommacampagna office until Christmas 2026. Canyon Italy's new office and retail location will be located in Pedrengo, Bergamo. Its office, workshop and warehouse will open their doors at the start of January 2027, the retail function will open later in 2027.

A number of jobs will be created at Canyon's Bergamo office. Interested applicants should keep an eye on the vacancies page at Canyon.com.

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.

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