

CANYON THROWS DOWN THE GAUNTLET: OUTSPRINT ZOE BÄCKSTEDT, MAURICE BALLERSTEDT, AND ALEC BRIGGS AT THE RAD RACE SPRINT BATTLE

As part of the Pure Cycling Festival on August 29 and 30, Canyon's headquarters in Koblenz will transform into a high-speed arena. At the RAD RACE Sprint Battle, fans and ambitious cycling enthusiasts will go head-to-head against Canyon pros.



Koblenz, Germany - August 29, 2026 | After a seven-year hiatus, the Pure Cycling Festival is celebrating a massive comeback. This weekend, Canyon is throwing open the doors of its newly expanded Koblenz campus to riders from all over the world. For two full days, it's all about the shared passion for cycling. Visitors can expect exclusive behind-the-scenes access to production, extensive test rides on the latest bike models, community rides, and much more. A major highlight of the weekend: the RAD RACE Sprint Battle on Saturday evening.

In cooperation with the Hamburg-based collective and Canyon Experience Partner **RAD RACE**, Canyon is bringing the spectacle right to its own front door. Karl-Tesche-Straße, the street that runs past the Canyon

HQ front door, will be transformed into a closed 100-meter sprint track and the stage for a top-class cycling duel. Anyone who has always wanted to race against World Tour pros now has the chance to do so.



The pros set the pace: Who will crack the top time?

The rules of the sprint duel are unforgiving yet straight to the point: On the 100-meter straight, our Canyon pros set a benchmark time to beat. Step up to the challenge and you'll get three attempts to deliver your peak performance. Riders can compete on their own setup or unleash the speed of the WorldTour-proven Canyon Aeroad, available to loan directly at the event.

The contenders:

- **Zoe Bäckstedt (CANYON//SRAM):** As the reigning U23 Cyclocross World Champion and British National Champion, the 21-year-old Brit collects titles in series and is infamous for her relentless, explosive watt-power.
- **Maurice Ballerstedt (Alpecin-Premier Tech):** As a pro rider and teammate of Mathieu van der Poel, the former German U23 Time Trial Champion brings serious WorldTour credentials and raw top-end speed to the grid.

- **Alec Briggs (Tekkers CC):** The London criterium specialist is a true icon of the global underground bike culture, notorious for his explosive, ruthless power on the first few meters.



Speed pays off: Prizes up for grabs

The three fastest men and women overall will claim high-value **Canyon vouchers towards their next dream bike or gear setup**. But missing the podium doesn't mean leaving empty-handed - extra prizes will be up for grabs in a raffle for all competitors. Plus, the fastest to register will receive an exclusive **RAD RACE x CANYON** event shirt, strictly limited to the first 200 starters. Being fast pays off on every level.

NOTES FOR EDITORS

- **Event:** RAD RACE Sprint Battle (hosted at the [Canyon Pure Cycling Festival](#))
- **Date & Time:** Saturday, August 29, 2026 | Starts possible between 5:00 PM and 8:00 PM.
- **Location:** Canyon Campus, Karl-Tesche-Straße 12-14, 56073 Koblenz, Germany
- **Admission & Entry:** Admission to the Pure Cycling Festival and the RAD RACE Sprint Battle is free of charge – both for spectators lining the course and for all riders taking to the track.
- **Sprint Registration:** Pre-registration via the [RAD RACE event website](#) or drop-in registration on-site.



RAD RACE SPRINT BATTLE - REGISTRATION

rad-race.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 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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