

**UNDER EMBARGO until *June 30 2026, 11:00 (CEST)***

This news release is strictly confidential until the embargo is released. **DO NOT PUBLISH before this date.**

## **PURE CYCLING, AMPLIFIED: CANYON OPENS NEW E-PERFORMANCE CENTER KOBLENZ**

*New location raises the bar for e-bike retail and experience, with the brand's complete e-bike range on display, an outdoor inclined test track, expert bike support, and all bikes available "to go".*



**Embargoed until Tuesday 23 June, 11:00 CEST:** Today Canyon opens its new E-Performance Center Koblenz, setting a new standard for how e-bike retail environments should look and feel. Located at the brand's headquarters in Koblenz, Germany, the 1,200-square-metre space complements Canyon's direct-to-consumer model by offering a dedicated physical environment to test, compare, and buy the brand's complete range of e-bikes.

**E-bikes, direct from Koblenz**

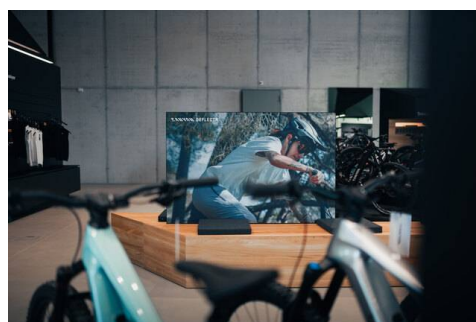
While Canyon operates as a global direct-to-customer pioneer in cycling, its roots remain firmly in founder Roman Arnold's hometown of Koblenz.



*"Canyon was born in Koblenz, and everything we develop and build starts here. The new E-Performance Center is our next step to define what the category should feel like. Pure Cycling Amplified is our core principle. Our new E-Performance Center will bring Pure Cycling into the e-tech segment — the most important growth market of the coming years. If we get this right, the E-Performance Center is the proof that Pure Cycling scales — into every terrain, every segment, every rider. Amplified does not mean diluted. Amplified means further, longer, together."*

**— Roman Arnold, Founder of Canyon Bicycles**

Joining the brand's established mixed-discipline locations in Munich (GER), Carlsbad (USA), and the original Canyon Store in Koblenz (GER), the new E-Performance Center marks a strategic milestone for Canyon: its first-ever 100% focused environment dedicated entirely to e-bikes.



Built primarily to serve customers across Canyon's wider home territory, including the Rhine, Mosel, Westerwald, Eifel, and Hunsrück regions – as well as international customers – the new location provides a single place to find, test ride, and buy an e-bike directly from Canyon on-site with no dealer layer in between, complementing Canyon's primary online model.

## **Performance made personal**

Canyon has spent years defining the benchmark for road and gravel cycling, and that same technical authority has underpinned the development of its entire e-bike portfolio – with the brand applying its peloton-proven pedigree to every motor-assisted discipline across the range. Whether focused on high-performance e-MTBs or refined urban commuters, the goal remains consistent. Canyon is challenging the status quo by proving that e-performance is about more than just adding a motor; it is about delivering the most individual Pure Cycling experience. Amplified.

The E-Performance Center puts this engineering philosophy directly into the rider's hands. And all at the manufacturer's price—offering the best value for money.



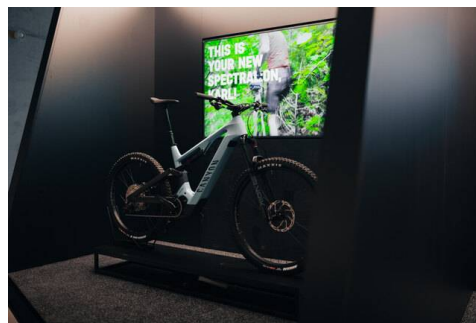
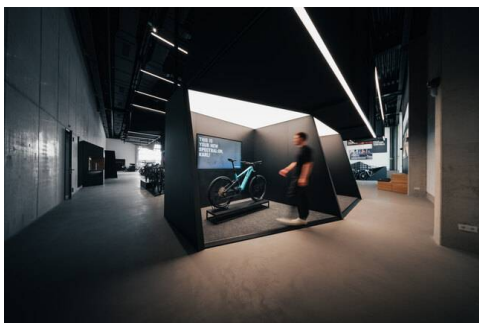
## **Direct means value, by design**

Canyon's direct-to-consumer model isn't only about how riders buy. It's about what they pay. By designing, engineering, and assembling in Koblenz and delivering straight to the rider, Canyon removes the dealer markup the industry treats as standard — and passes that value on.

*"Pure Cycling also means creating an experience that truly puts the customer at the centre. The E-Performance Center brings together outstanding store design, expert advice and maximum flexibility – whether customers want to test, purchase or take their bike home straight away. For us, that is what customer experience is all about."*

**— Florian Scheckmann, Head of Retail at Canyon Bicycles**

Prices in the E-Performance Center start from under €3,000 and reach upwards of €7,000 for premium performance e-road and e-MTBs — every model available to test, take, and ride the same day.



### **Don't come to visit. Come to ride.**

The E-Performance Center is a starting line for hands-on test riding, not simply a showroom. To truly understand how an e-bike performs, riders need to feel the motor engage under load. Out the door and into the real world, the new facility features a dedicated outdoor test track offering riders the choice between a 75-metre flat loop and a 90-metre loop featuring a 12% incline over a 15-metre section.

With test rides available on demand with no appointment necessary, visitors can take their time to test and compare the unique riding feel of leading motor systems from Bosch, Shimano, and TQ before making a purchase decision.

### **Guidance from e-bike specialists**

When riders visit, Canyon's team of trained specialists is there to offer complete one-to-one guidance. From first test ride to final setup, the staff – riders who sell, not sellers who ride – are on hand to help compare models, choose what fits, and keep things running smoothly over time. They're also available to talk through

flexible leasing and financing options, helping riders explore different ways to buy the bike that works for them, in the way that works for them.

"The 'Canyon Experience' extends beyond the online shopping cart. With this new location, we're creating a hub where riders can get expert advice and see exactly how our e-bike technology can transform their daily commute or weekend adventure. Every inch of this store reflects the same philosophy we apply to our bikes: clean design, cutting-edge technology, and a relentless focus on the rider."

— **Matthias Meier, Chief Executive Officer at Canyon Bicycles**

### **Test it. Take it. Ride it.**

Canyon has streamlined the buying process to remove the typical wait times associated with purchasing a new e-bike. The Center holds bikes in stock, replenished daily – what you see is what you can buy.



Through Canyon's Bike-to-Go programme, visitors can make their selection and leave with their new e-bike the same day, either boxed or fully built, with flexible financing and leasing options also available on same-day purchases.

### **Plan a visit**

The new E-Performance Center is located at Canyon Campus, the brand's headquarters at Karl-Tesche-Straße 14, 56073 Koblenz, Germany.

Alongside the E-Performance Center's dedicated e-bike experience, the Campus brings together Canyon's wider offering in one place, including its original store for non-electric bikes, as well as access to service and support and an on-site cafe. This setup allows visitors to explore the full Canyon range, test bikes on-site, and access expert guidance throughout the entire ownership journey – all at a single location.

The Center is open Monday to Friday from 10:00 to 18:30, and Saturdays from 09:00 to 17:00, with no appointment required for test rides or consultations. The campus also offers free parking with over 90 spaces and is located close to Koblenz railway station and local bus connections.

## **NOTES TO EDITORS**

### **Address:**

Canyon E-Performance Center Koblenz

Karl-Tesche-Straße 14

56073 Koblenz

### **Opening hours:**

Monday - Friday 10:00 am - 6:30 pm

Saturday 09:00 am - 5:00 pm

### **Additional images:**

[See 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 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.

## Contact details

### **Ben Hillsdon**

Director of Communications

### **Lorena Keikert**

Junior Communications Manager

## Copy link

<https://media-centre.canyon.com/en->

[INT/03c37e7c2abc3e1ad5513f02d2e4de33dad251d63c693ce08a355ae4991c2c6/](https://media-centre.canyon.com/en-INT/03c37e7c2abc3e1ad5513f02d2e4de33dad251d63c693ce08a355ae4991c2c6/)