

CANYON BICYCLES GMBH

PRESS KIT

IAA MOBILITY 2021



IAA Summit:

Trade Fair Hall B06 Booth A49

Open Space:

Marstallplatz, Munich City Centre

CANYON

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1 Intro

As new global platform for mobility topics of the future, the IAA MOBILITY in Munich brings together players from all mobility sectors. For Canyon, it is therefore a great opportunity to present our solutions for sustainable and smart transportation. Using the E-bike instead of the car - a decision that can revolutionize urban traffic.

Rolling carefree to the grocery store. Clearing your head and cruising home from work free and easy, leaving the traffic behind. Pure simplicity. No-limits mobility. That's the urban experience we are committed to.

Let's celebrate the mobility of tomorrow together! The Canyon Crew is looking forward to seeing you.



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2 Who we are

Started out of a garage in Koblenz, Canyon Bicycles GmbH is now one of the world's leading manufacturers of road bikes, mountain bikes, triathlon, city and trekking bikes as well as kids' and e-bikes. The development resembles the stories often associated with Silicon Valley. It begins with the passion of young Roman Arnold, an ambitious teenage cyclist who competes in race after race under the guidance of his father. During the races, his father sells bicycle accessories from a car trailer, which he imports from Italy. The business flourishes. Consequently, the garage at home as a temporary storage facility soon becomes too small and the father decides to turn his son's passion into a profession. In 1985, the bicycle shop Rad-Sport-Arnold GmbH is founded in Koblenz. After his father's death, Roman takes over the business and fills a gap in the market: he sells bikes, parts and accessories directly to the customers. This business model is still the trademark of Canyon today.

In the mid-90s, Roman Arnold starts to develop his own bikes. By 1996, the first mountain bike appears under the company's own brand "Canyon". The name stands for adventure and freedom and is universally understood - a sign of where the journey is heading. At the end of 2002 the company is renamed Canyon Bicycles GmbH. Direct online sales with a web shop on canyon.com begin in 2003 - the basis for the development into the leading direct-2-consumer-brand. At the same time, the company's own test laboratory is established. In the following years it is expanded and still guarantees the highest quality today with state-of-the-art technology such as an in-house computer tomograph (the first in the industry).

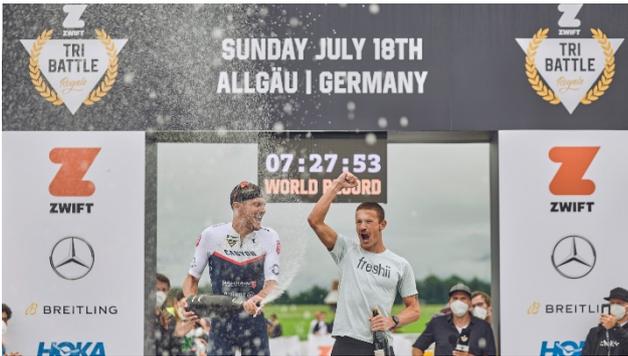
With building the Canyon.Home in 2008, Roman Arnold creates a place where everything from management to assembly is united and where the brand's personality is expressed through the modern and award-winning design. The company grows rapidly, and the business is becoming international. In 2014, Canyon achieves a turnover of over 100 million euros for the first time. In 2016, the new production and logistics centre in Koblenz-Rübenach goes into production. The Canyon.Factory is still one of the most modern bike production facilities in the world. Approx. 450 bikes are assembled here daily in line, flex and single bike production.

To successfully enter into the US market (2017), the American private equity fund TSG Consumer Partners is introduced as a minority owner in 2016. In 2020, the turnover of the Canyon Group (incl. USA) exceeds 400 million euros for the first time. From 2021, the new equity investor and basis for future growth is Groupe Bruxelles Lambert (GBL). TSG withdraws from the successful partnership as planned after around five years of joint growth. Additionally on board as co-investor of GBL is Tony Fadell, former Senior Vice President of the iPod division at Apple. Roman Arnold remains the largest shareholder after GBL with around 40% of the shares. He hands over the CEO post to Armin Landgraf in October 2020 and has been chairman of the newly formed advisory board since then.

With this new structure, Canyon is on course for success and will again significantly exceed the previous year's result. After the change in the CEO line-up in 2020, the CFO position is also reassigned in 2021: after the planned retirement of Lothar Arnold, Winfried "Winni" Rapp follows as the new Chief Financial Officer (CFO) from 1 July. The former CEO of Unitymedia is thus one of 227 colleagues to be welcomed by the Canyon team in 2021 alone. In the year before, 224 new positions had already been filled, so that the workforce in Germany now comprises of more than 1,000 employees. As a global company, Canyon is also represented worldwide by over 150 additional employees at 14 locations.

The logo for Canyon Bicycles, featuring the word "CANYON" in a bold, black, sans-serif font. The letters are slightly irregular and have a hand-drawn or stencil-like appearance.

Canyon is known for its passion in the world of cycling as well as its numerous award-winning developments. Around the world, cyclists appreciate Canyon for its innovative products, leading technologies, comprehensive support and, last but not least, its award-winning design. Canyon has been involved in professional cycling since 2007 and has been working with the best athletes in the world ever since. As early as 2009, Cadel Evans became road world champion on a Canyon bike. At the Tour de France, Canyon is currently the supplier of three professional teams (Movistar since 2012) and sponsors world-class athletes in every cycling category. Canyon relies on feedback on its products from professional sports: sporting milestones such as the setting of the triathlon world record by Jan Frodeno in 2021 boost innovations even further.



3 Our objective at IAA

**THE WORLD NEEDS CHANGE AND WE ARE CHANGE MAKERS.
WE BELIEVE THAT MODERN BICYCLES ARE THE FUTURE OF MOBILITY.
PEDAL POWER WILL RECLAIM THE CITIES, UNLOCKING PERSONAL POTENTIAL AND FREEDOM OF MOVEMENT.**

The world of (urban) mobility is changing and we are the ones driving this change. Bicycles have always been there and are also the future of mobility. We are certain: the bicycle will take back the cities through its positive ecological, social and economic effects. The current economic developments and the massive investments in bicycle infrastructure around the globe show that we are already in the middle of this change.

The thematic focus of the IAA this year is moving away from the classic car industry towards future-oriented and holistic mobility concepts. Canyon, as the innovation leader in the bike industry, is at the forefront of this development: with our presence, we are expanding the IAA from a product exhibition to a forum for solutions.

The car can only be part of this solution with its technological change towards alternative drive trains. Its limitations are much broader than just the way the engine produces energy (space requirements, resources needed). The bicycle, on the other hand, is made for the demands of the future on our coexistence in the city and surrounding regions.

New technology, especially in the case of e-bikes, makes cycling through the city more comfortable and more pleasant than ever before. In addition, the bicycle also motivates a behaviour-changing realization: you don't need a two-ton vehicle to get from A to B. A bicycle makes the same journey easier and often faster, bringing even more riding pleasure and personal freedom.

Through our expertise in performance, design and technical innovation, we provide answers to the questions of future mobility, presenting solutions that adapt to individual needs and are characterized by a holistic concept, which we will present at the IAA.

4 Our Locations at IAA

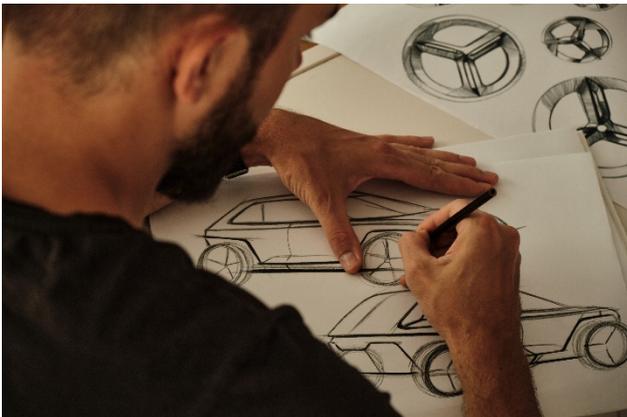
4.1 Open Space – Marstallplatz, Munich City Centre



With our brand-new Canyon:ON event truck, we will make our ideas for urban mobility experienceable for everyone from 7 to 12 September - exactly where our solutions are used: in the center of urban hotspots.

For the first time, the IAA will not only take place in closed exhibition halls, but will also offer an "Open Space" in the center of Munich: Centrally located on Marstallplatz, visitors will receive an all-round package with consultation and a test drive through the city. Whether a bike for the daily commute to work or the sporting challenge beyond the city boundaries - the fleet of e-city bikes and e-trekking bikes can be fully tested directly at the Open Space stand. Everyone is welcome to sign up for a test ride.

4.2 Summit – Trade Fair Hall B06 Booth A49



At our Summit stand, we will be presenting our very own vision of tomorrow's urban mobility: our Future Mobility Concept. In addition, we will also be presenting our origin with the latest highlights from our performance portfolio that have achieved worldwide success with our pro-sport champions.

For all those who share this passion for innovative bikes, design and emotion and want to become part of the crew, our career experts will be available at both locations to answer questions and provide tips.

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5 E-City & Trekking Portfolio

5.1 Commuter:ON



In the past, equipping a bike with an electric motor meant compromise. Older e-bikes were either heavy with bulky and bloated designs or lighter with few features and not much power, but our newest urban bike puts an end to that. Weighing in at a lightweight 17 kilograms and equipped with integral city accessories and a compact yet powerful motor, the Commuter:ON blurs the line between bike and e-bike.

Additional Information: <https://www.canyon.com/de-de/e-bikes/city-e-bikes/commuter-on/>

5.2 Roadlite:ON



Our fitness bikes have always combined maximum performance with impressive everyday compatibility. Technically derived from our road bikes, the Roadlite is visibly designed for speed and agility. The all-round bike is just as suitable for fitness workouts as it is for brisk commuting and sporty touring. Winner of several international design awards, it combines pioneering technology with visual perfection.

Our Roadlite:ON is the optimal fitness bike for your sporty lifestyle. The integration of the Fazua Evation drive is no contradiction to this concept. As a minimal assist, the drive enables a low wheel weight and a natural riding experience. This is our idea of the consistent continuation of optimal performance: fitness enhanced by power.

Additional Information: <https://www.canyon.com/de-de/e-bikes/city-e-bikes/roadlite-on/>

5.3 Precede:ON



When our designers and engineers set out to make the best urban e-bike, they had an ambitious goal: Create a bicycle that achieves the highest levels of functionality and performance through exceptional components, clever integration and a sleek, state-of-the-art carbon frame.

The result is a bike unlike any other. Both distinct frame styles achieve previously unseen levels of integration and e-bike performance. The cockpit alone combines ultra-bright lights, ergonomic grips and a vibrant display into a single unified form with no visible cables: Complete and total integration. Factor in the powerful Bosch motor and Enviolo stepless automatic shifting and you get the only bike out there that checks every box for functionality while still maintaining a clean and elegant design. This is what the future of e-city riding looks like: Urban freedom through unlimited mobility.

Additional Information: <https://www.canyon.com/de-de/e-bikes/city-e-bikes/precede-on/>

5.4 Pathlite:ON



The Pathlite:ON is our first e-trekking bike – and it's a bike that offers limitless versatility. Where, what, why we ride – we all have our own motivations. From city slicking to country cruising. From smooth asphalt to rough gravel roads.

Weekend micro-adventures. Nursery runs with the kids. Or just getting out to enjoy the scenery. The Pathlite:ON is one bike for all your rides. With its high-capacity batteries, the motor has a huge range. And combined with outstanding off-road performance, the Pathlite:ON is a truly state-of-the-art e-trekking bike.

Additional Information: <https://www.canyon.com/de-de/e-bikes/trekking-e-bikes/>

5.5 Grail:ON



Where drop-bar bikes were once the sole reserve of road racers, the gravel scene took the blueprint, and redefined the limits of drop-bar riding. Escaping traffic. Covering big miles off-road. Bike-packing trips spanning entire countries. Gravel made it all possible.

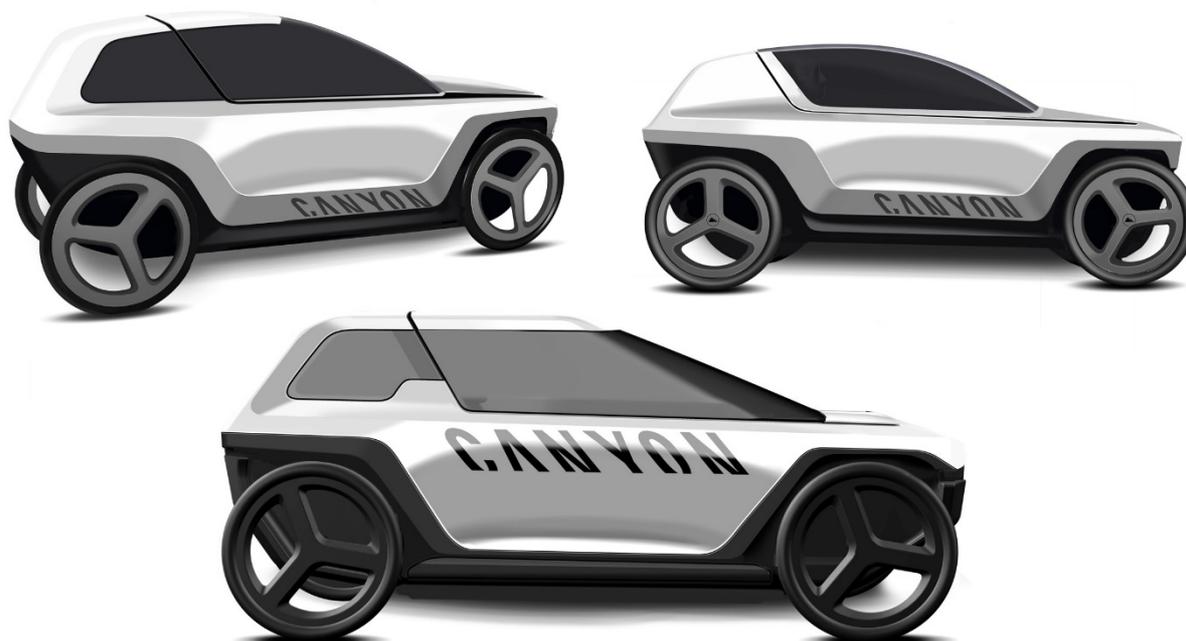
And at Canyon, we're now proud to be at the forefront of a new, exciting evolution in the world of gravel. E-gravel is about using the extra power of a motor to let riders escape the everyday – fast. To get a quick adventure fix by going off-grid and coming back again in a matter of hours, rather than a matter of days.

With the Grail:ON, any rider can make their own adventure. Regardless of time constraints.

Additional Information: <https://www.canyon.com/de-de/e-bikes/gravel-e-bikes/grail-on/>

6 Future Mobility Concept

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Metropolitan areas are growing and with that growth comes more traffic, worse air pollution and greater amounts of CO2 released into the atmosphere. In cities across the globe, officials and urban planners are scrambling to come up with creative ways to address these issues, but they need all the help they can get. To contribute at shaping the future of transportation, we teamed up with the Technical University of Aachen to design a new and innovative solution.

Bridging the gap between e-bike and car, our future mobility concept presents a revolutionary alternative to both the automobile and the bicycle. Combining the next generation of lightweight and powerful e-bike design with four-wheel stability and stormproof protection from the elements, our Future Mobility Concept represents a decisive step in re-imagining how bicycle technology can reclaim space on the streets. It is a clean vehicle, a statement, and a sign of what's to come.

We're so used to jumping in our cars that they often become the default choice, but sitting in bumper-to-bumper traffic, it's hard not to watch with jealousy as cyclists fly by in the bike lane. Yet even as the popularity of e-bikes skyrockets in urban areas, 45% of potential users still want a form of transport that is protected from wind, rain and snow.

This is where our FUTURE MOBILITY CONCEPT thrives. Designed to seamlessly jump from the street to the bike lane, this low-emission vehicle merges the best parts of cars and e-bikes into one to make it the ultimate daily commuter. It's fast and stable enough to fly down the open road, yet light and agile enough to slide into the bike lane when things get backed up. The next step in mobility is here.

Additional Information: <https://www.canyon.com/de-de/e-bikes/future-mobility-concept.html>

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7 Contact Persons at IAA

Lukas Behning

Junior Marketing & Sales Coordinator DACH

T +49 160 97289387

E-Mail: lbehning@canyon.com

Rebecca Milde

Junior Brand Manager Urban & Fitness

T +49 160 2211859

E-Mail: rmilde@canyon.com

Katja Wolf

Coordinator International Marketing

T +49 163 5136332

E-Mail: kwolf@canyon.com