

Cannondale Announces Next Chapter of North American Operations and Retailer Support

Cannondale today announced plans to strengthen its North American operations and retailer support. The changes include a new home for its North American activities on the West Coast and offering its retailers easier access to other Pon.Bike brands, including Santa Cruz and Cervélo, through a single point of contact.

Over the next six months, Cannondale will adopt a new sales model in North America, with outside sales representatives covering multiple Pon.Bike brands. This builds on two years of closer commercial collaboration between the brands to offer retailers greater choice. For retailers carrying more than one brand, this means a single point of contact and simpler ordering and support services. The aim is to make it easier for retailers to work with Cannondale and access more of the Pon.Bike portfolio. Each brand will retain its own identity, models and relationship with riders.

As part of this next step, Cannondale is creating a new home for its North American business on the West Coast, a region known for its cycling culture. A dedicated commercial, retailer and rider support team will be based there, providing Cannondale expertise and services to retailers and riders across North America.

Alongside these changes, Cannondale is bringing its global teams closer together. Woudenberg (the Netherlands), currently Cannondale's European headquarters, will become its global headquarters. R&D and Engineering functions, long based in Freiburg (Germany), will continue to engineer and develop the best bikes building on Cannondale expertise already there.

As part of this transition, operations at the Wilton (Connecticut, USA) office will wind down by mid-2027. For more than five decades, Connecticut has been instrumental in shaping Cannondale into one of cycling's most influential brands. Cannondale is deeply grateful to the team members whose passion, creativity, and commitment built this incredible foundation. The innovative spirit they fostered remains a core part of Cannondale's DNA as the brand proudly carries its legacy into this next chapter of growth and rider-focused innovation.