

GIANT IS CYCLING.

We are the world's leading provider of high-quality bicycles and have been devoted to cycling since 1972. We combine innovative technology and manufacturing expertise to produce bikes and gear that inspire adventure in all riders, from casual to competitive. We aim to be a trusted friend on every road, path and trail that unfolds before you.

Giant believes that cycling makes the world a better place and lives by these five values.

CELEBRATE THE JOURNEY
We believe in enjoying the moment, and that the ride matters as much as the destination.

PUSH THE BOUNDARIES
We are constantly innovating. We create products to help riders reach new levels of performance and fun.

EXPAND THE EXPERIENCE
We encourage people to seek fresh perspectives and new experiences through cycling.

KEEP IT REAL
We believe in being as honest and uncomplicated as the idea of cycling itself.

RESPECT THE PLANET
We are committed to reducing our impact and promoting cycling as a responsible activity.

48" x 96"

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