

PELOTON

Peloton Officially Heads to the Gym, Accelerating Commercial Ambitions with Connected Fitness Series for Heavy Use Locations

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Peloton leverages the core strengths of Precor to scale and capture more of the global fitness market

NEW YORK--(BUSINESS WIRE)--Mar. 16, 2026-- Peloton (NASDAQ: PTON) today announced the introduction of the Peloton Commercial Series, the company's first bike and tread products engineered specifically for high-traffic gym floors. The milestone marks the company's continued evolution from a primary focus on at-home connected fitness to a leader across the full fitness and wellness ecosystem.

The Commercial Series is the latest innovation from Peloton's Commercial Business Unit (CBU), which was established in 2025 through the integration of Precor and Peloton for Business to meet the needs of customers across the multi-billion dollar global commercial fitness market.

"The introduction of the Commercial Series makes one thing very clear: Peloton is going to the gym," said Peloton CEO Peter Stern. "We are bridging the gap between the home and the gym by pairing our world-class digital experience and design with some of the most durable hardware on the market—ensuring everyone has the opportunity to experience the magic of Peloton including our best-in-class instruction, wherever they choose."

The Peloton Commercial Series will launch with a connected bike and a connected treadmill, representing the first releases in a new series of connected cardio and strength products that merge Peloton's world-class digital content and immersive experience with Precor's industrial-grade engineering and premier service. With the introduction of the Commercial Series, Peloton will serve Members across the entire fitness spectrum: at home, in lighter use hospitality and multifamily residential fitness locations, and now within large gym facilities.

Through the CBU integration, Precor leads product development, hardware engineering and global delivery, ensuring the equipment features the industrial-grade durability required for a high-traffic environment, while Peloton provides the immersive software ecosystem and signature design direction, maintaining the premium experience Members expect. Gym operators will be able to partner with Peloton's CBU to outfit their entire facilities with cardio, strength, and recovery equipment.

In Peloton's fiscal Q2, the CBU grew its revenues by 10% year-over-year. And by integrating with Precor's established global presence in more than 60 countries, Peloton is positioned to scale internationally with more efficiency.

Peloton and Precor will debut their first joint public demonstration at the Health & Fitness Association (HFA) Show this week. The Commercial Series will begin shipping in late 2026 and will initially be available in the US, UK, Canada, Germany, Australia and Austria. For more information, visit <https://business.onepeloton.com/hfa>.

About Peloton Interactive, Inc.

Peloton (NASDAQ: PTON) provides Members with world-class equipment, ground-breaking software, expert human instruction, and the world's most supportive fitness community. Founded in 2012 and headquartered in New York City, Peloton has millions of Members across the US, UK, Canada, Germany, Australia, and Austria. For more information, visit www.onepeloton.com.

Forward Looking Statement

This press release may include forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including with respect to statements regarding our products, our business strategy and plans, our growth, and our objectives for future operations. Although we believe that the expectations reflected in the forward-looking statements are reasonable, these forward-looking statements are subject to a number of risks, uncertainties, and assumptions and other important factors that could cause actual results to differ materially from those stated, including the risks and uncertainties described in the sections titled "Risk Factors" in Part I, Item 1A and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in Part II, Item 7 in our Annual Report on Form 10-K for the fiscal year ended June 30, 2025, as such factors may be updated in our filings with the Securities and Exchange Commission. Our forward-looking statements speak only as of the date of this press release, and we undertake no obligation to update any of these forward-looking statements for any reason after the date of this press release or to conform these statements to actual results or revised expectations, except as required by law.

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