

# PELOTON for Business

## *Motivate them with more reasons to move in*

**Bring your residents the workout they want  
—and another reason to sign and stay.**

### What Peloton can do for you

#### **Get the home advantage**

Among residential building residents surveyed, Peloton is the #1 most appealing fitness brand in a dedicated fitness and wellness space in their apartment building, condo, or dorm.\*\*

#### **Engage more residents**

Nearly 1 in 2 (45%) residential building residents surveyed are more likely to use the gym in their apartment building, condo, or dorm if it has Peloton equipment.\*

#### **Build a strong community**

Leverage Peloton's engaged members and community-building features to create friendly competition and connection among your residents.



#### **Provide tenants with their favorite option for staying fit—onsite**

Approximately 8 out of 10 residents will not rent unless the complex offers a high-quality fitness center.\*

#### **Peloton gives you the edge**

Potential renters expect certain amenities (like community high-speed WiFi and in-home laundry), making the Peloton Bike+ and Row a key selling point to attract residents.

\*Based on a survey of approx. 48 Peloton Members and 286 non-Members who live in an apartment, condo, townhouse/duplex, or dorm and have access to a gym in their residential building, conducted by Peloton in November 2024.

\*\*For stationary bikes, rowers, and treadmills. Based on a survey of approx. 286 non-Members who live in an apartment, condo, townhouse/duplex, or dorm and have access to a gym in their residential building, conducted by Peloton in November 2024. Respondents were presented 10 brands to choose from in each category, including stationary bikes (Peloton, Schwinn, Bowflex, NordicTrack, Echelon, Keiser, Matrix, Stages, Life Fitness, and Espresso), rowers (Peloton, Hydrow, NordicTrack, Echelon, Ergatta, Aviron, Concept2, Technogym, Rogue Fitness, and BodyCraft), and treadmills (Peloton, NordicTrack, Woodway, Matrix, Life Fitness, Landice, Freemotion, Bowflex, Precor, and Technogym).



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## The workout tenants will love

With its unlimited rider and rower software and dedicated support, our Peloton for Business line is made to support your unique needs and drive engagement.



### Peloton Bike+ for Commercial

The latest technology helps exercisers stay moving, motivated, and coming back for more

#### Includes

Rotating screen with 360° of movement to seamlessly shift from cycling to strength, yoga and more

23.8” full HD rotating, anti-reflective touchscreen

Resistance knob for manual control or auto-resistance option, which automatically changes resistance to match instructors’ cues

Apple GymKit™ integration tracks cycling workouts and syncs your metrics

Compact 4’ x 2’ footprint to fit your floor plan

Standard headphone and Bluetooth connectivity

Dual-sided pedals that accommodate athletic shoes or cycling shoes

Pair of 2-lb Bike weights

Bike mat

Unlimited-rider commercial software

Commercial limited warranty

### Peloton Row for Commercial

A rowing machine like no other, designed for any level

#### Includes

Swivel touchscreen to seamlessly shift from rowing to strength, yoga, and more

23.8” full HD touchscreen

8’ x 2’ footprint

Bluetooth wireless headphone connectivity

Form Assist technology provides real-time feedback

Personal pace targets that adjust target pace in classes

Row mat

Unlimited-rower commercial software

Commercial limited warranty