

PELOTON

Peloton Introduces New Commercial Equipment Line— the Peloton Pro Series

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Company Makes Cross-Training Innovation Commercial-Ready

NEW YORK--(BUSINESS WIRE)--Oct. 1, 2025-- Peloton (NASDAQ: PTON) today announced the launch of the Peloton Pro Series, the company's all-new suite of commercial-ready equipment, including the Tread+ Pro, Peloton's first commercial treadmill. The new lineup's innovative design unlocks the benefits of cross-training, allowing commercial operators to offer a premium, all-in-one workout experience within a compact footprint. The new products mark the first offerings from Peloton's recently formed Commercial Business Unit, which combines Peloton's hardware, software, coaching, and community with the extensive reach and support of Precor, one of the largest global commercial fitness equipment providers.

"Today's consumers want the flexibility to work out anytime, anywhere, and that means they expect top-tier fitness amenities in the places where they live, work, and travel," said Peloton's Chief Commercial Officer, Dion Camp Sanders. "With Peloton's Pro Series, operators get more than just our premium hardware and a more personalized fitness offering, they also get the backing of Precor's support network, along with a community of millions of Peloton Members."

Peloton Pro Series: Commercial-Ready Cardio Suite

The refreshed product suite includes the Peloton Tread+ Pro, Peloton Bike+ Pro, and Peloton Row+ Pro, and includes thoughtful updates for increased durability, improved motors, a commercial limited warranty, and software designed for commercial settings. The Peloton Pro Series is best suited for vertical market fitness center environments such as hotels and resorts, multi-family residential buildings, corporate wellness centers, and country clubs. The Bike Pro will also be available as an in-room fitness offering for hotels & resorts, allowing operators to offer an elevated guest room amenity that can increase room revenue.

Each piece of equipment features an advanced swivel screen, designed for cross-training, making it easier for exercisers to seamlessly transition between cardio, strength, yoga, barre, pilates, and more. This design helps commercial operators maximize the value of their space by accommodating a wide range of fitness needs with a single unit. Exercisers will benefit from select Peloton IQ features, AI-powered intelligence available across all Peloton equipment, including personalized plans, performance estimates, progress tracking, and insights. The Peloton Pro subscription will also unlock access to the full array of Peloton's programming, including over 50,000 instructor-led workouts.

The Peloton Pro Series is available beginning October 1 in the U.S. and Canada, with Bike+ Pro and Bike Pro also available in the UK and Australia, with availability in more countries, including Germany and Austria, coming soon.

Introducing Tread+ Pro

The introduction of the Tread+ Pro marks a significant milestone by now offering a full Peloton cardio suite to its commercial customers. The Tread+ Pro is an exciting expansion of the product line, bringing Peloton's most premium running experience into shared fitness environments. The Tread+ Pro features advanced hardware built for enhanced durability, with an updated and more powerful drive train and motor, along with Peloton's expert-led class content, making it ideal for facilities looking to provide a superior running experience. The Tread+ Pro also allows exercisers to use Free Mode to manually propel the treadmill belt, disengaging the motor for an enhanced workout.

The Tread+ Pro is now available for pre-order, with shipments beginning in early 2026.

Peloton Spaces: Immersive Co-Branded Fitness Environments

In addition to the new Pro Series, Peloton is introducing Peloton Spaces. This initiative works with commercial partners to create immersive, co-branded workout areas within their facilities. Building on demand from hospitality, university, and wellness partners, these "Peloton Spaces" feature dedicated areas with Peloton equipment and accessories, allowing exercisers to immerse themselves in the world of Peloton, and elevate the value of wellness amenities for operators. Early examples include Peloton at Texas, in collaboration with Recreational Sports at The University of Texas at Austin and Utah City Powered by Peloton, demonstrating how Peloton can serve as a wellness anchor in residential and campus communities.

A Unified Commercial Business Unit

To support its growing commercial strategy, Peloton has combined Precor, a global leader serving more than 80,000 fitness facilities in more than 60 countries, with Peloton for Business to create a unified Commercial Business Unit, led by Dion Camp Sanders, Chief Commercial Officer and Ean Reves, President of Precor and General Manager, Commercial Business Unit. This new structure integrates Peloton's hardware, software, content, and community with Precor's industry-leading equipment and support, positioning Peloton to deliver unparalleled service and value to commercial fitness operators worldwide.

About Peloton

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.

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