

PELOTON

Peloton Debuts the Peloton Tread Flex alongside Miley in 'Let Yourself Run' Creative Campaign

September 22, 2026 at 8:15 AM EDT

Set to Miley's new single "Bass Persuades," the campaign introduces Peloton's first-ever foldable treadmill to redefine running as a joyful, emotional release

NEW YORK--(BUSINESS WIRE)--Sep. 22, 2026-- Peloton (NASDAQ: PTON) today announced the launch of "Let Yourself Run," the next chapter of its "Let Yourself Go" brand platform, partnering with Grammy® Award-winning, multi-platinum global superstar Miley to debut the Peloton Tread Flex. The campaign spotlights Miley's new single "Bass Persuades" from her recently released tenth studio album, [Bass Persuades](#), leveraging her status as a Peloton Member who famously trains her lungs on the Peloton Tread. Directed by creative force Bethany Vargas, the dynamic hero spot fuses the rhythm of a run with a powerful soundtrack, highlighting the simple joy of movement and encouraging viewers to unlock their inner athlete.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260922545913/en/>



As the next chapter of Peloton's "Let Yourself Go" brand platform, "Let Yourself Run" evolves the narrative by redefining

the running experience. The campaign aims to demonstrate how Peloton transforms every run, walk, or hike into an opportunity to move authentically and find a powerful sense of personal release. The hero film captures what movement feels like for Miley: as she steps onto the Peloton Tread Flex, the world falls away, leaving her lighter, freer, and more herself. Through running, music, and choreography, she finds her rhythm alongside Peloton Instructor Adrian Williams, capturing the unique connection between Instructor and Member that is key to transporting the runner.

"Movement is essential for me, it's something that enhances any performance that I do. When people see me and Peloton, it's something that's very authentic to me, it's a part of my daily practice. I think all of us can really benefit from running, moving, and dancing - for no reason, for no gain but just being in that moment," said Miley.

The campaign marks the debut of the Peloton Tread Flex, Peloton's first-ever foldable treadmill engineered to deliver high-quality fitness that fits seamlessly into any space and routine. The broader Peloton Tread lineup has also been reimagined to deliver Peloton's most tailored experience yet with three distinct products - the Peloton Tread Flex, Peloton Tread Vision, and Peloton Tread+ Vision - designed to meet every type of runner, walker and hiker wherever they are in their fitness journey.

"We're leading a shift in the cultural conversation around fitness at Peloton," said Megan Imbres, Peloton's Chief Marketing Officer. "We're moving away from high-pressure optimization and data obsession towards an era of optimism that celebrates what the body can do. Miley was a natural fit to tell this story as she's an authentic Peloton Member who has a history with Peloton, bringing an electric energy to the Peloton Tread Flex that transforms movement into total freedom."

Launching today across the US and Canada, the multi-channel campaign features a hero :60 supported by cutdowns across TVC, OTT, OLV, Paid Digital, Paid + Organic Social, and Digital OOH. The campaign will also be supported by a Miley Artist Series coming to the platform in early October, bringing the music from her *Bass Persuades* album directly to Peloton Members.

For more information, visit [onepeloton.com](https://www.onepeloton.com) and follow the brand on Instagram, Facebook, and TikTok.

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.

ABOUT MILEY

Miley stands as a rare generational artist, defined by fearless reinvention, cultural influence, and enduring relevance. Moving fluidly across pop, rock, country, soul, and alternative, she has continually reshaped modern pop while establishing herself as a true musical chameleon.

A three-time Golden Globe nominee for Best Original Song, Miley is a celebrated songwriter behind numerous platinum- and diamond-certified releases. She earned Record of the Year and Best Pop Solo Performance at the 2024 GRAMMY Awards for "Flowers," followed by the 2025 GRAMMY for Best Country Duo/Group Performance with Beyoncé.

Miley has fronted major campaigns for Maybelline, Maison Margiela, Gucci's Flora fragrance, and Dolce & Gabbana. She is the founder of the Happy Hippie Foundation, supporting LGBTQ+ youth, and the Miley Cyrus Foundation, supporting women in all their diversity.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260922545913/en/>

Press Contact:
press@onepeloton.com

Source: Peloton