## UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, D.C. 20549

### **SCHEDULE 13G**

## UNDER THE SECURITIES EXCHANGE ACT OF 1934

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Peloton Interactive, Inc.

(Name of Issuer)

Common

(Title of Class of Securities)

70614W100

(CUSIP Number)

December 31, 2020

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

⊠ Rule 13d-1(b)

☐ Rule 13d-1(c)

☐ Rule 13d-1(d)

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(Continued on following page(s))

<sup>\*</sup>The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

1. NAME OF REPORTING PERSONS Nuveen Asset Management, LLC 27-4357327 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP 2. (a) 🗆 (b) 🗆 3. SEC USE ONLY 4. CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH: 5. SOLE VOTING POWER 3,277 0 6. SHARED VOTING POWER 7. SOLE DISPOSITIVE POWER 3,277 0 8. SHARED DISPOSITIVE POWER 9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  $\square$ 10. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 11. 0.00% 12. TYPE OF REPORTING PERSON ΙA

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1. NAME OF REPORTING PERSONS TIAA-CREF Investment Management, LLC CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP 2. (a) 🗆 (b) 🗆 3. SEC USE ONLY 4. CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH: SOLE VOTING POWER 5. 1,611,966 6. SHARED VOTING POWER 0 7. SOLE DISPOSITIVE POWER 1,611,966 8. SHARED DISPOSITIVE POWER 0 9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,611,966 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  $\square$ 10. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 11. 0.63% 12. TYPE OF REPORTING PERSON ΙA

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1. NAME OF REPORTING PERSONS Teachers Advisors, LLC CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP 2. (a) 🗆 (b) 🗆 3. SEC USE ONLY 4. CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH: 5. SOLE VOTING POWER 662,268 6. SHARED VOTING POWER 0 7. SOLE DISPOSITIVE POWER 662,268 8. SHARED DISPOSITIVE POWER 0 9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 662,268 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  $\square$ 10. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 11. 0.26% 12. TYPE OF REPORTING PERSON IΑ

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# Item 1(a). NAME OF ISSUER:

Peloton Interactive, Inc.

# Item 1(b). ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:

C/O PELOTON INTERACTIVE, INC. 125 W. 25TH ST., 11TH FLOOR NEW YORK, NY 10001 United States

# Items 2(a)-2(c). NAME, ADDRESS OF PRINCIPAL BUSINESS OFFICE, AND CITIZENSHIP OF PERSONS FILING:

Nuveen Asset Management, LLC ("NAM") 333 W. Wacker Drive Chicago, IL 60606 Citizenship: Delaware

TIAA-CREF Investment Management, LLC ("TCIM") 730 Third Avenue New York, NY 10017-3206 Citizenship: Delaware

Teachers Advisors, LLC ("TAL") 730 Third Avenue New York, NY 10017-3206 Citizenship: Delaware

## Item 2(d). TITLE OF CLASS OF SECURITIES:

Common Stock

**Item 2(e). CUSIP NUMBER:** 70614W100

(d)

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Item 3.		IF THIS STATEMENT IS FILED PURSUANT TO RULES 13d-1(b), OR 13d-2(b) or (c), CHECK WHETHER THE PERSON FILING IS A:			
NAM					
(a)		Broker or dealer registered under Section 15 of the Exchange Act.			
(b)		Bank as defined in Section 3(a)(6) of the Exchange Act.			
(c)		Insurance Company as defined in Section 3(a)(19) of the Exchange Act.			
(d)		Investment Company registered under Section 8 of the Investment Company Act of 1940.			
(e)	$\boxtimes$	An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E).			
(f)		An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F).			
(g)		A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G).			
(h)		A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act.			
(i)		A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940.			
(j)		Group, in accordance with Rule 13d-1(b)(1)(ii)(J).			
TCIM					
(a)		Broker or dealer registered under Section 15 of the Exchange Act.			
(b)		Bank as defined in Section 3(a)(6) of the Exchange Act.			
(c)		Insurance Company as defined in Section 3(a)(19) of the Exchange Act.			
(d)		Investment Company registered under Section 8 of the Investment Company Act of 1940.			
(e)	$\boxtimes$	An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E).			
(f)		An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F).			
(g)		A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G).			
(h)		A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act.			
(i)		A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940.			
(j)		Group, in accordance with Rule 13d-1(b)(1)(ii)(J).			
TAL					
(a)		Broker or dealer registered under Section 15 of the Exchange Act.			
(b)		Bank as defined in Section 3(a)(6) of the Exchange Act.			
(c)		Insurance Company as defined in Section 3(a)(19) of the Exchange Act.			

Investment Company registered under Section 8 of the Investment Company Act of 1940.

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( e	•)	lXI	An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E).
( •	,		In investment adviser in accordance with Rule 13d-1(b)(1)(1)(b).

- (f)  $\Box$  An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F).
- (g) A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G).
- (h) A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act.
- (i) A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940.
- (j)  $\Box$  Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

If this statement is filed pursuant to Rule 13d-1(c), check this box. □

### Item 4. OWNERSHIP

- (a) Aggregate amount beneficially owned: 2,277,511 (See Exhibit A attached)
- (b) Percent of class: 0.89%
- (c) Number of shares as to which person has:

	<u>NAM</u>	<u>TCIM</u>	TAL
Sole Voting Power:	3,277	1,611,966	662,268
Shared Voting Power:	0	0	0
Sole Dispositive Power:	3,277	1,611,966	662,268
Shared Dispositive Power:	0	0	0

### Item 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following  $\boxtimes$ .

Item 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON.

Not Applicable

Item 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY.

Not Applicable

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#### Item 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP.

Not Applicable

### Item 9. NOTICE OF DISSOLUTION OF GROUP.

Not Applicable

#### Item 10. CERTIFICATIONS.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with nomination under §240.14a-11

#### SIGNATURE.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 12, 2021

NUVEEN ASSET MANAGEMENT, LLC

By: /s/ Erik Mogavero
Erik Mogavero
Managing Director
Head of Affiliate Compliance

TIAA-CREF INVESTMENT MANAGEMENT, LLC

By: <u>/s/ Stuart R. Brunet</u> Stuart Brunet, Managing Director, Chief Compliance Officer

TEACHERS ADVISORS, LLC

By: <u>/s/ Stuart R. Brunet</u> Stuart Brunet, Managing Director, Chief Compliance Officer

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### **EXHIBIT A**

### ITEM 6. OWNERSHIP.

TIAA-CREF Investment Management, LLC ("TCIM") is the investment adviser to the College Retirement Equities Fund ("CREF"), a registered investment company, and may be deemed to be a beneficial owner of 1,611,966 shares of Issuer's common stock owned by CREF. Teachers Advisors, LLC ("TAL") is the investment adviser to three registered investment companies, TIAA-CREF Funds ("Funds"), TIAA-CREF Life Funds ("Life Funds"), and TIAA Separate Account VA-1 ("VA-1"), as well as one or more separately managed accounts of Advisors (collectively, the "Separate Accounts"), and may be deemed to be a beneficial owner of 662,268 shares of Issuer's common stock owned separately by Funds, Life Funds, VA-1, and/or the Separate Accounts. Nuveen Asset Management, LLC ("NAM"), is a registered investment adviser affiliated with TCIM and TAL. NAM may be deemed to be a beneficial owner of 3,277 shares of Issuer's common stock. These shares were acquired in the ordinary course of business, and not with the purpose or effect of changing or influencing control of the Issuer.