

NEW YEAR'S EMAIL 4

DEPLOYMENT DATE: December 26th, 2021

EMAIL 4, VERSION 1: ALL BIKE & TREAD LEADS (US): PROMO REMINDER & RECOMMENDED WEEKLY SCHEDULE

Subject Line & Preview:

Don't Miss Our New Year's Offer. See What You Can Do in Your 1st Week with the Bike+ & Tread.

Order your Peloton Bike+ and Tread by 1/9/22 for \$550 and \$450 in value, respectively, including savings and free delivery. Plus, get a risk-free trial.

EXPERIENCE YOUR OWN COMPLETE HOME GYM

GET A \$550 VALUE ON THE BIKE+ &
A \$450 VALUE ON THE TREAD

As you focus on your New Year's fitness goals, turn your own home into the total gym you need to succeed. From December 26, 2021 through January 9, 2022, claim this special offer of savings when you buy the cardio machine and compact treadmill that will transform your training and accelerate your results.

Receive \$300 off your total purchase when you order the Peloton Bike+, along with free delivery and setup (a \$250 value). Additionally, get \$150 off your Tread package plus free delivery and setup (a \$300 value).¹ Put those savings to good use by picking up accessories to maximize every workout: Choose from our exercise mat, cycling shoes, weights, headphones and more.

ENJOY A DIFFERENT IMMERSIVE WORKOUT EVERY DAY

Choose your own adventure each time based on your goals, your preferences and how you're feeling that day. Take a look at the versatile array of fun workouts you could complete in a single week on the Bike+ and Tread:

Monday:

- Bike+: 45-minute Bootcamp: Upper Body with Jess Sims
- App: 10-minute Yoga Flow with Anna Greenberg

Tuesday:

- Tread: 20-minute HIIT Run with Chase Tucker

Wednesday:

- App: 10-minute Morning Meditation with Aditi Shah
- Bike+: 30-minute Intervals & Arms Ride with Tunde Oyeneyin

Thursday:

- Tread: 45-minute Bootcamp: Full Body with Rebecca Kennedy
- App: 15-minute Focus Flow: Core (Yoga) with Kristin McGee

Friday:

- Bike+ 20-minute Low-Impact Ride with Alex Toussaint

Saturday:

- Tread: 45-minute Run + Core with Robin Arzon

Sunday:

- Bike+ 20-minute Core Strength with Chase Tucker
- App: 30-minute 2000s Run with Olivia Amato

Whatever schedule you choose, benefit from a supportive and passionate community of world-class instructors and members who inspire you to be your best self.

This is a limited-time offer.
Get it while it lasts.

CTA:

SHOP BIKE+ AND TREAD

Cross Sell: 30-Day Home Trial

For a limited time, take advantage of a risk-free, 30-day home trial and free delivery. If you don't love your bike and treadmill after your first month, we'll take them back and give you a refund.²

[Shop now.](#)

Legal:

1. Offer only valid for the Peloton Bike+ and Tread. All Peloton orders must be placed between 12/26/2021 and no later than 1/9/2022 to receive offer. One per item purchased. Offer applied at checkout. No substitutions. Peloton may cancel or limit offers at any time. Cannot be combined with other offers. Void where prohibited. Not transferable. While supplies last. No cash value. Not valid outside the United States. If the Peloton Bike+ or Tread is returned for a refund, but you do not return the Accessories, you will be refunded the cost of the applicable hardware less the Accessories price (i.e., \$300 with respect to the Bike+ and \$150 with respect to the Tread).

2. Offer allows purchasers to try their first new Peloton Bike+ or Tread risk-free for 30 days. Terms apply. Remote areas are not eligible. Visit <https://www.onepeloton.com/home-trial> to learn more.

EMAIL 4, VERSION 2: ALL CURRENT BIKE MEMBERS (US): PROMO REMINDER & RECOMMENDED WEEKLY SCHEDULE

Subject Line & Preview:

Only 15 Days Left to Get Our New Year's Offer on the Peloton Tread. See How Well It Can Complement Your Bike Workouts.

For a limited time, get a \$450 value on the Tread—and try it risk-free for 30 days.

TURN YOUR HOME CYCLING STUDIO INTO YOUR TOTAL HOME GYM

RECEIVE A \$450 VALUE ON THE TREAD

As you focus on your New Year's fitness goals, add a new dynamic to your training with the Peloton Tread—the ideal way to complete your home gym. Run farther, train better and recover smarter.

From December 26, 2021 through January 9, 2022, claim this special offer of savings when you buy the compact treadmill that will transform your workouts and accelerate your results.

Receive \$150 off your purchase of a Tread package, along with free delivery and setup (a \$300 value).¹ Put those savings to good use by picking up accessories to maximize every workout: Choose from our exercise mat, weights, headphones and more.

ENJOY A DIFFERENT IMMERSIVE WORKOUT EVERY DAY

Choose your own adventure each time based on your goals, your preferences and how you're feeling that day. Take a look at the versatile array of fun workouts you could complete in a single week with your existing Bike and your new Tread:

Monday:

- Bike: 45-minute Bootcamp: Upper Body with Jess Sims
- App: 10-minute Yoga Flow with Anna Greenberg

Tuesday:

- Tread: 20-minute HIIT Run with Chase Tucker

Wednesday:

- App: 10-minute Morning Meditation with Aditi Shah
- Bike: 30-minute Intervals & Arms Ride with Tunde Oyeneyin

Thursday:

- Tread: 45-minute Bootcamp: Full Body with Rebecca Kennedy
- App: 15-minute Focus Flow: Core (Yoga) with Kristin McGee

Friday:

- Bike: 20-minute Low-Impact Ride with Alex Toussaint

Saturday:

- Tread: 45-minute Run + Core with Robin Arzon

Sunday:

- Bike: 20-minute Core Strength with Chase Tucker
- App: 30-minute 2000s Run with Olivia Amato

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CTA:

SHOP TREAD

Cross Sell: 30-Day Home Trial

For a limited time, take advantage of a risk-free, 30-day home trial and free delivery. If you don't love your treadmill after your first month, we'll take it back and give you a refund.²

Shop now.

Legal:

1. Offer only valid for the Peloton Tread. All Peloton orders must be placed between 12/26/2021 and no later than 1/9/2022 to receive offer. One per item purchased. Offer applied at checkout. No substitutions. Peloton may cancel or limit offers at any time. Cannot be combined with other offers. Void where prohibited. Not transferable. While supplies last. No cash value. Not valid outside the United States. If the Peloton Tread is returned for a refund, but you do not return the Accessories, you will be refunded the cost of the applicable hardware less the Accessories price (i.e., \$150).

2. Offer allows purchasers to try their first new Peloton Tread risk free for 30 days. Terms apply. Remote areas are not eligible. Visit <https://www.onepeloton.com/home-trial> to learn more.

EMAIL 4, VERSION 3: CURRENT APP MEMBERS/TRIALERS/SHARED SUBS (US): PROMO
REMINDER & RECOMMENDED WEEKLY SCHEDULE

Subject Line & Preview:

Don't Miss Our New Year's Offer. See What You Can Do in Your 1st Week with the Bike+ & Tread.

Order your Peloton Bike+ and Tread by 1/9/22 for \$550 and \$450 in value, respectively, including savings and free delivery. Plus, get a risk-free trial.

EXPERIENCE YOUR OWN COMPLETE HOME GYM

GET A \$550 VALUE ON THE BIKE+ &
A \$450 VALUE ON THE TREAD

You've been pushing yourself further. Conquering new workouts. And sweating with your favorite instructors on the Peloton App. Now, as you focus on your New Year's goals, take your fitness journey to the next level with the Bike+ and Tread. Turn your own home into the total gym you need to succeed.

From December 26, 2021 through January 9, 2022, claim this special offer of savings when you buy the cardio machine and compact treadmill that will transform the way you train and accelerate your results.

Receive \$300 off your total purchase when you order the Peloton Bike+, along with free delivery and setup (a \$250 value). Additionally, get \$150 off your Tread package plus free delivery and setup (a \$300 value).¹ Put all those savings to good use by picking up accessories to maximize every workout: Choose from our exercise mat, cycling shoes, weights, headphones and more.

ENJOY A DIFFERENT IMMERSIVE WORKOUT EVERY DAY

Choose your own adventure each time based on your goals, your preferences and how you're feeling that day. Take a look at the versatile array of fun workouts you could complete in a single week on the Bike+ and Tread:

Monday:

- Bike+: 45-minute Bootcamp: Upper Body with Jess Sims
- App: 10-minute Yoga Flow with Anna Greenberg

Tuesday:

- Tread: 20-minute HIIT Run with Chase Tucker

Wednesday:

- App: 10-minute Morning Meditation with Aditi Shah
- Bike+: 30-minute Intervals & Arms Ride with Tunde Oyenein

Thursday:

- Tread: 45-minute Bootcamp: Full Body with Rebecca Kennedy
- App: 15-minute Focus Flow: Core (Yoga) with Kristin McGee

Friday:

- Bike+ 20-minute Low-Impact Ride with Alex Toussaint

Saturday:

- Tread: 45-minute Run + Core with Robin Arzon

Sunday:

- Bike+ 20-minute Core Strength with Chase Tucker

- App: 30-minute 2000s Run with Olivia Amato

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2. Offer allows purchasers to try their first new Peloton Tread risk-free for 30 days. Terms apply. Remote areas are not eligible. Visit <https://www.onepeloton.com/home-trial> to learn more.

EMAIL 4, VERSION 4: CHURNED APP MEMBERS (US): PROMO REMINDER & RECOMMENDED WEEKLY SCHEDULE

Subject Line & Preview:

Only 15 Days Left to Get Our New Year's Offer. Have a Sneak Peek at a Week with the Bike+ & Tread.

For a limited time, get a \$550 value on the Peloton Bike+ and a \$450 value on the Tread—and try them risk-free.

EXPERIENCE YOUR OWN COMPLETE HOME GYM

GET A \$550 VALUE ON THE BIKE+ &
A \$450 VALUE ON THE TREAD

We loved seeing you unlock badges and achievements on the Peloton App. If you miss us like we miss you, get back on track for the New Year with the Peloton Bike+ and Tread—turning your own home into the total gym you need to succeed.

From December 26, 2021 through January 9, 2022, claim this special offer of savings when you buy the cardio machine and compact treadmill that will transform the way you train and accelerate your results.

Receive \$300 off your total purchase when you order the Bike+, along with free delivery and setup (a \$250 value). Additionally, get \$150 off your Tread package plus free delivery and setup (a \$300 value).¹ Put all those savings to good use with accessories to help you maximize every workout: Choose from our exercise mat, cycling shoes, weights, headphones and more.

ENJOY A DIFFERENT IMMERSIVE WORKOUT EVERY DAY

Choose your own adventure each time based on your goals, your preferences and how you're feeling that day. Take a look at the versatile array of fun workouts you could complete in a single week on the Bike+ and Tread:

Monday:

- Bike+: 45-minute Bootcamp: Upper Body with Jess Sims
- App: 10-minute Yoga Flow with Anna Greenberg

Tuesday:

- Tread: 20-minute HIIT Run with Chase Tucker

Wednesday:

- App: 10-minute Morning Meditation with Aditi Shah
- Bike+: 30-minute Intervals & Arms Ride with Tunde Oyenein

Thursday:

- Tread: 45-minute Bootcamp: Full Body with Rebecca Kennedy
- App: 15-minute Focus Flow: Core (Yoga) with Kristin McGee

Friday:

- Bike+ 20-minute Low-Impact Ride with Alex Toussaint

Saturday:

- Tread: 45-minute Run + Core with Robin Arzon

Sunday:

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