

NEW YEAR'S EMAILS 1 - 3

DEPLOYMENT DATE: December 26th, 2021

EMAIL 1A: 50% OF ALL BIKE LEADS (US): PROMO OFFER - BIKE / BIKE+ ONLY

Subject Line & Preview

Race into the New Year with a Connected Community of Millions

Order your Peloton Bike+ by 1/9/22 for a \$550 value: \$300 savings plus free delivery and setup (\$250 value). And enjoy a risk-free trial.

KICK OFF THE NEW YEAR IN HIGH GEAR

GET A \$550 VALUE ON THE BIKE+¹

Start off strong and chase your New Year's goals with the Peloton Bike+. From December 26, 2021 through January 9, 2022, claim this special offer when you buy the game-changing cardio machine that makes you part of an inspiring worldwide community.

Receive a total value of \$550 when you order the Bike+: \$300 off your total purchase in addition to free delivery and setup (a \$250 value).¹ We recommend putting those savings towards your accessories: Choose from our exercise mat, cycling shoes, weights, headphones, and other options to maximize every workout.

ELEVATE YOUR WORKOUT EXPERIENCE

With world-class instructors and versatile classes—from cycling to HIIT to bootcamp and more—the Bike+ will accelerate your gains and make your workouts more fun.

The Bike+ gives you everything the original Bike has to offer along with added features: Automatic resistance adjustment instantly matches your instructor's level, and a rotating screen keeps you fully immersed while cycling or performing reps on the floor.

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

CTA:

SHOP BIKE+

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

EMAIL 1B: THE OTHER 50% OF ALL BIKE LEADS (US): PROMO OFFER - BIKE / BIKE+ AND TREAD (PORTFOLIO)

Subject Line & Preview

Transform Your Fitness Routine with our Cardio Machine or Treadmill

For a limited time, get a \$550 value on the Peloton Bike+ or a \$450 value on the Tread. And try either one risk-free for 30 days.

KICK OFF THE NEW YEAR IN HIGH GEAR

GET A TOTAL VALUE OF:

\$550 ON THE BIKE+

OR

\$450 ON THE TREAD

Start off strong and chase your New Year's goals with our Peloton Bike+ or Tread. From December 26, 2021 through January 9, 2022, claim this special offer when you buy the game-changing cardio machine or compact treadmill that connects you to an inspiring global community.

Receive a value of \$550 when you order the Bike+: \$300 off your total purchase in addition to free delivery and setup (a \$250 value). Alternatively, get a \$450 value on your Tread package, including \$150 off and free delivery and setup (a \$300 value).¹ Put the savings towards accessories to maximize every workout: Choose from our exercise mat, cycling shoes, weights, headphones and more.

WHICH OPTION IS RIGHT FOR YOU?

BIKE+

With world-class instructors and versatile live and on-demand classes—from cycling to HIIT to bootcamp and more—the Bike+ will accelerate your gains and make your workouts more fun. Building on the features of the original Bike, our latest and greatest model adds automatic resistance adjustment to instantly match your instructor's level and a rotating screen to keep you fully immersed while cycling or performing reps on the floor.

TREAD

Access total-body training at the tap of a screen. The Tread empowers you to run harder, train better and recover smarter. Live and on-demand offerings include cardio classes like fun runs, marathon prep and HIIT; strength workouts for upper, lower and full body; and bootcamp workouts that blend the best of both worlds.

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 or treadmill after your first month, we'll take it back and give you a refund.²

[Shop now.](#)

Legal:

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EMAIL 2: ALL BIKE LEADS (US): PROMO REMINDER - BIKE+ ONLY

Subject Line & Preview

There's Still Time: This New Year, Up Your Game with Studio Cycling from the Comfort of Home

Order your Peloton Bike+ by 1/9/22 for a total value of \$550, including savings and free delivery. Plus, enjoy a risk-free trial.

GET BACK IN THE SADDLE IN TIME FOR THE NEW YEAR

RECEIVE A \$550 VALUE ON THE BIKE+

As you prepare to race towards your New Year's goals, put yourself in first position with the Peloton Bike+. From December 26, 2021 through January 9, 2022, claim this special offer of savings when you buy the game-changing cardio machine that makes you part of a supportive global community.

Receive a total value of \$550 when you order the Bike+: \$300 off plus free delivery and setup (a \$250 value).¹ Now, what are you going to do with all the money you're saving? We'd recommend putting it towards accessories: Choose from our exercise mat, cycling shoes, weights, headphones and other options to maximize every workout.

SO MUCH MORE THAN A BIKE

The Bike+ motivates you to keep showing up to train day after day. It makes your workouts more fun and delivers a fully immersive experience during both cycling and strength training. Perhaps most importantly, the Bike+ gives you access to a community of world-class instructors and members who inspire you to be your best self.

WEIGH IN: WHAT'S YOUR MAIN HEALTH OR FITNESS GOAL FOR 2022?

Let us help you accomplish your objectives: Tell us what's most important to you by participating in our live poll below, and see what your fellow members are saying, too.

My primary health/fitness goal is:

- To feel better and more energized
- To build muscle/strength
- To stay in shape
- To reduce stress and anxiety

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EMAIL 3: ALL BIKE LEADS (US): PROMO REMINDER - A LETTER FROM OUR INSTRUCTOR
(ALEX TOUSSAINT)

Subject Line & Preview

A Letter from Instructor Alex Toussaint

How the Peloton Bike+ helps me be the best version of myself

START LIKE AN ATHLETE. FINISH LIKE A CHAMPION.

Hey y'all,

For me, there's no better time than the New Year to think about my goals and how to achieve them. To help you on your own journey, I want to share my philosophy for fitness and life with you: Feel good. Look good. Do better. Trust the process!

It starts with an internal desire to reach my full potential. Then, I add in the external tools I need to get to where I want to be—like the Peloton Bike+, which makes me *want* to keep showing up. I know it'll do the same for you.

I hope you'll check out the Bike+ and join me for a ride to kick off the New Year. I want to help you bring that fire to your morning, midday or evening hustle.

Remember: Always bet on yourself. I'll see you on the leaderboard.

RECEIVE A \$550 VALUE ON THE BIKE+

From December 26, 2021 through January 9, 2022, enjoy this special offer: Get \$300 off your total purchase when you bring home the Bike+, plus free delivery and setup (a \$250 value).¹ Put the savings towards accessories, such as our exercise mat, cycling shoes, weights, headphones and more.

CTA:

SHOP BIKE+

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