Cycling (and Rowing and Running) Toward Sustainability

At Peloton, our mission is to empower people to live fit, strong, long and happy. To that end, we always bring our best. From product design to subscription servicing, our goal is to continually build the Peloton platform into something that we are proud of. Making equipment that can be used for a long time is a tenet that we've held to since the beginning. It's also one of the main ways that we care for the environment and act as good stewards of the world we operate in.

Ensuring quality and durability are aspects we need to make sure that we're hitting if we're to make products that we're proud of. But it's also at the core of our sustainability efforts. Creating equipment that can be used and reused makes sure that we're not just empowering people to live fit, strong, long and happy lives—we're helping the planet do the same.

Refurbishment and Rehoming

We have worked to continue exploring and expanding programs that would ensure Peloton equipment would have lives beyond their first users. While we hope that our bikes, treadmills and rowing machines stay with their original owners, we also recognize that life changes—and that our equipment might need to change homes. Therefore, in 2025, we continued our Peloton Certified Refurbished program. We also continued our Peloton Rental program, which enables Peloton subscribers to rent Bike and Bike+ models. According to our 2025 Impact Report, "37% of Bike and Bike+ sales were Certified Refurbished models" or rentals, which produce 77% lower emissions than a new bike. Our investment in circularity has contributed to a 37% decrease in greenhouse gas emissions year-over-year. Keeping lightly damaged and underused equipment in use longer is one of the main ways that we mitigate our impact on the environment.

At Peloton, we are keenly aware of how the 2020 pandemic and the need for home fitness options affected us, as well as other members of our industry. Six years later, we are cognizant that returns to work, school and the gym have left some home studios with underused equipment. While some of that equipment might qualify for our Certified Refurbished program, some of it does not. Disposing of such equipment would have major repercussions on landfills and the environment, but letting it collect dust is a similarly wasteful option. Therefore, we have created the Peloton Rerun program, an initiative to help Peloton users rehome their equipment. Peloton Rerun refreshes warranties and provides transportation services for all Peloton

equipment going to new owners. Encouraging circularity throughout the product lifecycle is how we are building toward a more responsible industry and a healthier planet.

Conclusion

2025 has seen significant growth in our sustainability practices. We're proud of the progress we've made, but we're not done yet. We will continue bringing our best by finding new ways to make our climate practices even more sustainable. Whether you're pedaling, running or rowing with us, we look forward to continuing our journey with you, the Peloton community.

Strategy Note

Because the hypothetical scenario is targeting young millennials and Gen Z, I chose to focus on ways that Peloton is promoting its corporate social responsibility (CSR) programs, as well as a hypothetical Rerun program to act as an industry-wide CTA. The 2025 Impact Report documents how Peloton is taking measurable steps to improve its impact on the environment and how it is taking care of its employees. I chose to focus on sustainability so that I could dive deeper into a topic that young people care about and avoid providing surface-level information on many subjects. Writing a thought piece on sustainability is directly in line with the brand's value of "bringing its best," as it enables me to showcase how Peloton brings its best in not just product quality, but social impact too. I believe that this would work well in *The New York Times*, since it is more highly read by the target audience than more business-centered publications, like *The Wall Street Journal*.

Sources

AI Disclaimer: I used AI to help accelerate my research

Anthropic. (2026). Claude (Sept. 22 version) [Large Language Model]. https://claude.ai/new

Prompt: "im working on the Earned segment's thought piece while i get some questions answered. help me find some pieces written by CEO Peter Stern so i can get a sense of his tone and writing style"

Prompt: "now im working on the thought leadership piece. help me find some real, reliable information on peloton's csr efforts in sustainability or social impact efforts"

Prompt: "what does it mean to divert waste from the landfill?"

Prompt: "regarding publication strategy --- for the target audience of gen-z/millennials, is saying that nyt is more widely read than wsj reasonable?"

Peloton Interactive, Inc. (2025). *Impact report 2025*. https://onepeloton.gcs-web.com/static-files/b8d4d916-0341-4030-9229-8b94386ede6b