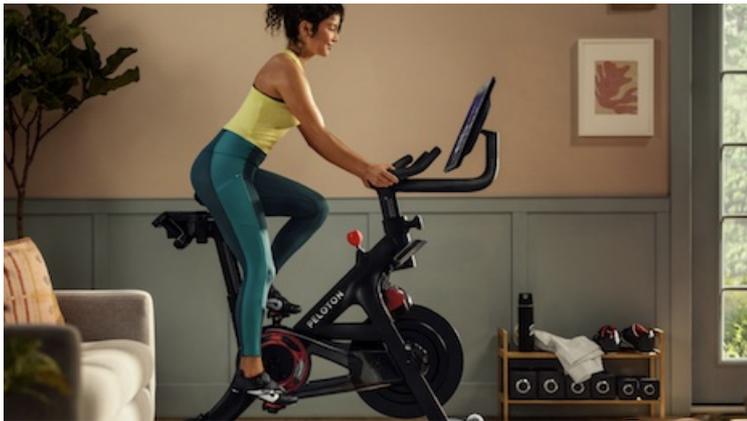


HEALTHCARE

Peloton enters B2B field with corporate fitness, wellness service

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More than 7.5 million rides have been taken on Peloton Bikes in commercial settings globally over the course of the last year, shares the company. Image credit: Peloton

By LUXURY DAILY NEWS SERVICE

American exercise equipment and media company Peloton is rolling out an office-friendly offering.

The brand is introducing Peloton for Business, a bundle of well-being solutions tailored toward B2B clients. Enterprise team members working across seven key industries including hospitality, corporate wellness, multifamily residential, education, healthcare, gyms and community wellness can now partake in perks such as Peloton Bikes that, by way of the program, allow for an unlimited amount of riders around public and residential spaces, in addition to classes and wellness content.

"I'm thrilled to be joining Peloton at such a pivotal time in the development of its B2B strategy," said Greg Hybl, senior vice president and general manager at [Peloton for Business](#), in a statement.

"Our goal is to be a solution-oriented partner that provides customizable options for each client's unique needs, regardless of a company's size," he said. "By offering both holistic and individualized solutions, we can now widen our client base to include small and mid-sized organizations in addition to the larger enterprise businesses we currently serve.

"We couldn't be more excited about both continuing the momentum we are seeing with our existing enterprise customers and by now bringing the value of Peloton to customers and employees at all levels."

In the running

Mr. Hybl, a 20-year industry veteran, has been appointed to support this expansion in an inaugural role. Most recently working at American Express, the executive brings with him two decades of experience in commercial, business and partnership development positions.

Moving forward, the leader will head the strategic growth of Peloton's B2B branch, granting customers in five international markets, namely the United States, Canada, the United Kingdom, Australia and Germany, access to the benefits.

Central to operation, Peloton Bikes will be installed on-site at participating hotels, campus recreation centers, and

multifamily residential, community wellness and office gyms. Employees will gain entry to the Peloton App and preferred pricing on equipment should they desire to bring one home.

Corporate engagement experiences and a connection to the company's larger community of riders also come with the deal.



The predecessor to Peloton for Business, more than 93 percent of Peloton Corporate Wellness program members are renewing their benefits annually. Image credit: Peloton

On the heels of the announcement, Peloton has forged partnerships with a variety of organizations, counting American multinational hospitality company Hilton, software provider Dropbox and benefits platform Sequoia among the lineup.

The hotel specifically has worked with Peloton since 2022 and was the first entity in its space to include the brand's Bikes across its entire chain of U.S. locations. With this launch, stays in Puerto Rico, Germany, the U.K. and most of Canada will soon host the workout gear as well.

As affluent spenders are investing more than \$200 billion in personal health every year ([see story](#)), more than 93 percent of Peloton Corporate Wellness members are renewing their benefits annually.

"Hilton's successful industry-first partnership with Peloton has helped us deliver a meaningful wellness offering at scale to our guests," said Amanda Al-Masri, vice president of global wellness at Hilton, in a statement.

"With 5,800 Peloton Bikes across the entire Hilton portfolio in the U.S., U.K., Germany and most properties in Canada, guests are now able to take their Peloton routines with them while traveling," Ms. Al-Masri said. "We know that wellness is a top priority for travelers around the world and we have delighted so many guests with this partnership."

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