

**29 August 2019**

## **Peloton rides into Victoria Leeds**

### **Showroom is company's first outside of London**

Hammerson announced today that Peloton, the global interactive fitness platform that revolutionised the fitness industry, is to open its latest showroom in Victoria Gate, part of its flagship destination Victoria Leeds. The new location will be the company's sixth showroom in the UK, and its first outside of London.

Expected to open in Leeds this autumn, the new 1,000 sq ft showroom will provide consumers with the chance to try the Peloton Bike in person. Peloton brings the energy and benefits of studio-style workouts to the convenience and comfort of home. With up to 48 classes produced daily, and a library of thousands of on-demand classes taught by a roster of elite instructors, Peloton delivers real-time motivation and curated playlists from the world's best artists. In the UK, the brand's immersive content is accessible through the Peloton Bike and Peloton Digital, which provides a full slate of fitness offerings, anytime, anywhere, through iOS and Android as well as most tablets and computers.

Cycling is an obsession in Yorkshire, and Victoria Leeds has been a strong-supporter of the sport for a number of years. It organised a series of events to coincide with the 2019 Tour de Yorkshire earlier this year, including 'Spin de Yorkshire', and was the venue for a pop-up by the popular cycling brand Rapha.

On top of Peloton, Victoria Leeds recently welcomed the British heritage brand Fred Perry to the destination. The company opened its first store in Leeds in Victoria Quarter in July.

**Iain Mitchell, UK Commercial Director at Hammerson**, said: *"Peloton is a great example of a brand that is really making the most of its online and physical presence to deliver for customers. It has shaken up the fitness industry in just a few years by combining high quality physical locations with*

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*incredible online content, and it is a real vote of confidence in Victoria Leeds that Peloton has chosen the destination for its first showroom outside of London.*

*Cycling is an obsession in Yorkshire, and as one of the leading retail and leisure destinations in the North East, Victoria Leeds is no exception. We saw huge demand for our Rapha pop-up earlier in the year, and for our events around the Tour de Yorkshire, so I'm sure the new Peloton showroom will be hugely popular."*

**Martyn Clark, International Director of Real Estate Development for Peloton,** added:

*'We're delighted to be working with such a forward-thinking landlord who understands and appreciates the value in generating innovative retail experiences.'*

### **ENDS**

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### **Notes to Editors**

#### **Hammerson**

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 30<sup>th</sup> June 2019, our portfolio of high-quality venues had a value of £9.5 billion and includes 21 flagship destinations, 12 convenient retail parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include, Bullring & Grand Central, Birmingham, Bicester Village, Oxfordshire, Freeport Lisboa Fashion Outlet, Lisbon, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille. We manage over 2,000 brand relationships and during trading hours, over 80,000 people visit our shopping centres hourly across our flagship destinations in the UK, France & Ireland.

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Founded in 2012, Peloton is a global interactive fitness platform that brings the energy and benefits of studio-style workouts to the convenience and comfort of home. With up to 48 classes produced daily, and a library of thousands of on-demand classes taught by a roster of elite instructors, Peloton delivers real-time motivation and curated playlists from the world's best artists. In the UK, the brand's immersive content is accessible through the Peloton Bike and Peloton Digital, which provides a full slate of fitness offerings, anytime, anywhere, through iOS and Android as well as most tablets and computers. Headquartered in New York City, Peloton is changing the way people get fit through a comprehensive and socially-connected experience that makes every workout both efficient and addictive. The company has a growing number of retail showrooms across the US, UK, Canada and, starting later this year, Germany. For more information, visit [www.onepeloton.co.uk](http://www.onepeloton.co.uk).