

# WHEELS UP™

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## Wheels Up Offers Exclusive New Member Benefits with Peloton

**NEW YORK – February 1, 2017** – [Wheels Up](#), the fastest growing membership-based private aviation company, announces a new partnership with [Peloton](#), the tech company revolutionizing the fitness industry. It was announced that through February and March 2017, new Wheels Up Members will be gifted a Peloton bike, as well as a one-year subscription to the extensive library of live and on-demand Peloton classes. All existing Wheels Up Members will also have the opportunity to engage in this partnership through additional on-going benefits.

“Wheels Up Members are always on the go, and always tuned into the latest lifestyle and fitness trends,” said **Kenny Dichter, Founder and CEO of Wheels Up**. “Our partnership with Peloton delivers the state-of-the-art experience our Members expect while helping them stay active during their busy lives.”

Dubbed the “best cardio machine” in the 2015 Men’s Health Fitness Awards and the “better-than-the-gym workout at home” by Forbes, Peloton’s disruptive technology creates an engaging, cutting-edge studio fitness experience in the home, bringing all the benefits of a group indoor cycling class to riders in a private and convenient way. Through the 22” HD touchscreen, riders can join live classes or select from an entire library of on-demand classes led by elite Peloton instructors, as well as track their progress and compete against other riders on the real-time leaderboard.

“We identified right away with the entrepreneurial spirit and drive to innovate embodied by the Wheels Up team,” said **John Foley, co-founder and CEO of Peloton**. “As like-minded companies delivering fresh, energizing experiences to our members, this partnership is a natural fit and so exciting for our two brands.”

Wheels Up also recently announced partnerships with luxury hospitality company [Inspirato](#) and the sleep industry pioneer [Casper](#).

### About Wheels Up

Wheels Up is a revolutionary membership-based private aviation company that significantly reduces the upfront costs to fly privately, while providing unparalleled flexibility, service and safety. Created and led by renowned entrepreneur Kenny Dichter, Wheels Up offers guaranteed availability to its private fleet of new Beechcraft King Air 350i and Citation

Excel/XLS aircraft to individual, family and corporate members. With the cutting-edge Wheels Up mobile app, members can seamlessly book flights, manage their accounts, participate in ride-share opportunities and select Hot Flights, a vast selection of one-way "empty leg" flights that are posted daily to the app and updated in real time. Members also have access to Wheels Down, a program featuring exclusive events and experiences, unique partner benefits and a full-service luxury concierge.

Wheels Up acts as agent for the Wheels Up members, and is not the operator of the program aircraft; FAA licensed and DOT registered air carriers participating in the program exercise full operational control of the program aircraft. Any aircraft owned or leased by Wheels Up are dry leased to the operating air carrier to facilitate operations by that carrier. Please visit [wheelsup.com](http://wheelsup.com). Follow us on [Facebook](#) | [Twitter](#) | [Instagram](#) | [Google](#)

### **About Peloton**

Founded in 2012, Peloton is revolutionizing the fitness industry by merging high-design with modern technology to provide access to live and on-demand fitness group classes led by elite NYC instructors. With instant access to classes, performance tracking metrics and a motivating real-time leaderboard, Peloton is changing the way people get fit through a comprehensive and socially connected-experience that makes every workout both efficient and addicting. By merging hardware, software, and content, Peloton creates the most unique, efficient and addicting workout experience on the market. Peloton is sold online and in their growing number of showrooms across the country. For more information, visit: [www.pelotoncycle.com](http://www.pelotoncycle.com).

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