

Loving My New Peloton



A year ago, I remember thinking: Who in their right mind would pay \$2,500, plus \$39 a month for a stationary exercise bike? I told a friend of mine I thought Peloton had a very limited potential market and whoever bought one would probably only use it a few times before it became a coat rack in the middle of their living room. And once again...I am eating my words.

Here's how this happened:

- 1) Everyone I know who has a Peloton raves about it, including my buddy, [Patrick Holcomb](#), and a couple of my clients.
- 2) One of my favorite podcasters (Scott Galloway) was talking about Peloton's [Net Promoter Score \(NPS\)](#), which is among the highest of any product. The NPS is basically the percentage of product users who would recommend a product. Peloton's NPS is higher than that of Apple, Tesla, or Netflix.
- 3) My wife was having a big birthday and was lobbying hard for the Peloton. I promised not to mention how old my wife turned on her birthday...but it rhymes with "nifty."

Anyway, the birthday surprise was screwed up by a four-week shipping delay, which I was informed of three days before the bike was supposed to be delivered (on her birthday). The backup gift was not cheap either, but that's a story for another day.

Did I mention there is a two-month waitlist to get one of these bikes? #stopthesinsanity.

Our Peloton was finally delivered on November 29, and we *love* it. The classes are great. The instructors are super-motivating, and the bike is really high quality. It has built-in speakers, a 24" HD rotating touchscreen, and I am surprisingly fond of the auto-follow feature where the bike adjusts the resistance to follow the class instructor. The best part is there is no commute to the gym, or any excuses related to bad weather.

I think this purchase is going to be worth the money because having the Peloton is resulting in significantly more exercise at the Kisner household. I named our bike [Ponce De Leon](#).

You can check out the Peloton Bike [HERE](#).