



**HEALTHIER, LONGER,  
BETTER LIVES**

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## Media Release

### **Insurer AIA unveils Peloton and Specialized as new cycling partners helping members get active at home and on the road**

**Melbourne, 6 March 2024** – Leading life, health and wellbeing insurer AIA Australia has introduced a new way for AIA Vitality members to go all in on their health and wellbeing with the announcement of new partnerships with leading global fitness company Peloton as well as premium cycling brand, Specialized.

AIA's partnership with Peloton will allow members access to a significant discount on the Peloton Bike, through AIA Vitality, AIA's science-backed health and wellbeing program.

Key Peloton partnership inclusions available via AIA Vitality include:

- AIA Vitality members get 25% off a Peloton Bike. To fully experience the Peloton Bike, members will need the Peloton All-Access Membership (\$59 per month), which unlocks unlimited access to a growing library of thousands of Instructor-led live and on-demand classes, scenic rides, challenges and real-time performance tracking.
- AIA Vitality members can earn AIA Vitality points for physical activity tracked via the Peloton app (linked to their AIA Vitality membership) – 50 points when they complete a workout of over 20-minutes, and 100 points when they complete a workout of over 45 minutes.

The two health powerhouses are coming together as part of a common mission to improve the health and fitness outcomes of all, particularly when it comes to personalised fitness whether at-home, travelling or in the gym.

To further strengthen its new offering, AIA Australia has also partnered with revered outdoor cycling brand Specialized. AIA Vitality members who prefer to cycle outdoors will be able to access selected bikes through Specialized, with access to a 25% discount on bikes (up to \$750 discount).

Members who engage with the AIA Vitality program can also reduce their insurance premium by being active and making healthy choices, such as choosing a Peloton workout, meditation, or going for a bike ride.

AIA Australia CEO Damien Mu said it is important to continue to innovate when it comes to the AIA Vitality program, and to provide members with access to health and wellbeing options that suit their lifestyles and ultimately help them live a healthier, longer, better life.

“We are thrilled to announce our new AIA Vitality cycling partners Peloton and Specialized – two phenomenal brands that are intrinsic to the world of cycling,” said Mu.

“Through market research, we’ve seen an obvious increase in at-home workouts since the pandemic. And a sharp increase in the take up of outdoor cycling.”

“Our new partners will make it easier for our members who love cycling to do something positive when it comes to their physical health and their mental wellbeing – all positive outcomes of getting on a bike whether that’s at home or out and about,” he added.



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General Manager of Peloton Australia, Kathryn Carter reiterated the significance of the new partnership with AIA Australia, as Peloton continues its expansion into the Australian market.

“Partnering with AIA Australia marks a significant milestone for our growing presence in Australia, reinforcing Peloton’s dedication to providing accessible and innovative fitness solutions to individuals across the country.

“With expert instructors and the Peloton Member community by your side when you need it, Peloton offers an expansive range of classes from cycling to strength, yoga, meditation, and outdoor content that are adaptable for every level and ability, so you can get a workout boost whether at home, outdoors, travelling or at the gym.”

“Our mission is to create fitness experiences that empower everyone to be their best selves and this collaboration allows us to further that mission by offering the motivating, entertaining and immersive experience of Peloton to members of AIA’s Vitality program.”

Jenny Beier, Managing Director, Specialized Australia added:

“Specialized Australia is thrilled to offer AIA Vitality members preferred access to premium Specialized bikes and welcome more riders into the wonderful sport of cycling. Cycling has numerous mental and physical health benefits, and we are excited for more people to experience these going forward.”

In 2024, AIA Australia celebrates ten years of AIA Vitality, where it has incentivised and supported millions of Australians to make healthier lifestyle choices that have positively impacted long-term health outcomes for Australians and helped lower their insurance premiums.

For more information about AIA’s new cycling partners and exclusive benefits available from early March, visit [www.aia.com.au](http://www.aia.com.au) AIA Vitality is available through AIA Health Insurance or Life Insurance which can be purchased at [aia.com.au](http://aia.com.au), via AIA Financial Wellbeing or a Financial Adviser..

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### **About Peloton:**

Peloton (NASDAQ: PTON), provides Members with expert instruction, and world class content to create impactful and entertaining workout experiences for anyone, anywhere and at any stage in their fitness journey. At home, outdoors, travelling, or at the gym, Peloton brings together immersive classes, cutting-edge technology and hardware, and the Peloton App with multiple tiers to personalise the Peloton experience [with or without equipment]. Founded in 2012 and headquartered in New York City, Peloton has millions of Members across the US, UK, Canada, Germany, Australia, and Austria. For more information, visit [www.onepeloton.com.au](http://www.onepeloton.com.au).

### **About AIA Vitality:**



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AIA Vitality is a personalised, science-backed health and wellbeing program that supports you every day to make healthier lifestyle choices. [AIA Vitality](#) is a program available to all AIA Health and Life Insurance customers, and incentivises members to move more, eat well and complete regular health checks, and this year celebrates its ten-year anniversary.

### **About AIA Australia**

AIA Australia is a leading life insurance specialist with 50 years' experience and a purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, Commlnsure Life was integrated into AIA Australia. The lives of more than 5.7 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2023, 2022), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at [www.aia.com.au](http://www.aia.com.au).

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