



## For Immediate Release

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## Peloton Fined \$19 Million After Child Death from Tread+

Today, the U.S. Consumer Product Safety Commission (CPSC) announced a [\\$19 million civil penalty](#) against Peloton for failure to immediately report incidents and injuries on the Peloton Tread+ treadmill and for knowingly distributing recalled treadmills. The Tread+ was recalled in [May 2021](#) after the death of a 6-year-old child after being pulled under the treadmill. Over 150 incidents starting in December 2018 have been reported, including at least 29 injuries to children.

Alarming, the company initially refused to recall the Tread+ even after the child's death and numerous injuries and did so only after public outcry following a warning by the CPSC in April 2021 alerting consumers about the death and incidents and subsequent calls for a recall by members of Congress and advocacy groups including KID. From today's announcement it is also clear they continued to deliver the treadmill even after the recall.

KID applauds the CPSC for taking action against Peloton after the horrific death and inaction by the company to remove the poorly-designed treadmills from the market and homes.

Consumers purchased at-home workout equipment in droves during the pandemic and it was clear that children would be in close proximity to the product during stay-at-home orders. The danger posed by the treadmill was likely not clear to their parents. Designing safety into a product is always more effective than warnings.

"This significant penalty sends a strong message to other companies that failure to take responsibility and report product hazards to CPSC is never the right response," stated **Nancy Cowles, executive director of Kids In Danger**. "Neither is blaming families for defects in the product."

KID urges consumers who still have the Tread+ to participate in the [recall](#).

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Founded in 1998, [Kids In Danger \(KID\)](#) is a nonprofit organization dedicated to protecting children by fighting for product safety.