



UNITED STATES
CONSUMER PRODUCT SAFETY COMMISSION
4330 EAST WEST HIGHWAY
BETHESDA, MD 20814
COMMISSIONER PETER A. FELDMAN

**Statement of Commissioner Peter A. Feldman on Peloton PR70P Pedal Recall
October 15, 2020**

Today, the United States Consumer Product Safety Commission (CPSC) made history in approving the first over-the-air product safety recall notice directly to consumers. The agency has long known that direct notices are most effective, but just-in-time notification at the point of use represents a new frontier in safety. Today's recall breaks new ground, taking advantage of a product's connectivity to serve safety messaging via push notification to the smart device itself. Affected consumers will receive an alert about Peloton's recall of its PR70P bike pedals directly on their smart bike touchscreens, including information on how to receive and install free replacement pedals. In providing over-the-air notice, the agency, and the recalling firm, have realized a safety benefit that many in the Internet of Things (IoT) space have long promised. As CPSC continues its focus on the safety of IoT devices, *Peloton* may serve as a blueprint for future recalls to increase effectiveness and improve consumer safety.