Peloton Will Survive That Surprise Death on Sex and the City Reboot

Peloton has been caught in the sadness and shock experienced by fans of the Sex and the City franchise as word of the death of—spoiler alert!—Mr. Big after using the company's exercise machine in the first episode of the HBO series reboot.

Recommended articles
https://www.adweek.com/brand-marketing/peloton-will-survive-surprise-death-sex-and-the-city-reboot/