



25 Years of Progress

Twenty-five years ago, athletes logged their workouts on paper and coaches shared training plans via fax or email.

Today, billions of workouts flow seamlessly from coaches to athletes around the world through apps and wearables.

In just one generation, endurance sports have become more connected, tech-driven, and accessible than ever before. And TrainingPeaks has been evolving with it every step of the way.

1999-2005

2006-2010

2011-2015

2016-2020

2021-2025



 **TRAININGPEAKS**



1999 - 2005

Training Goes Digital

Technological advancements in the first five years after Y2K would lay the foundation for what every endurance athlete and coach takes for granted today.

1999

Online Coaching



TrainingPeaks (then Training Bible) launches, offering the first online platform for coaches to track, analyze, and prescribe training to their athletes. In less than one year, the first power and heart rate data files ever to be uploaded to a web browser would be done so via TrainingPeaks.



The Casio Navi series launches the first civilian wristwatch with built in GPS capabilities.



The 5th generation of the SRM PowerMeter offers improved battery life, with up to 1500 hours of use.

2000



GPS

GPS restrictions imposed by the U.S. military are lifted for civilian use.



2001 RELEASE

The Original iPod



2003 RELEASE - THE LORD OF THE RINGS

"The Return of the King"

2003

2004



Jens Voigt would race the Tour de France while testing the 1st version prototype of SRM's new PowerMeter retrofitted with Shimano DuraAce FC-7800 cranks. Overwhelming customer response quickly makes it a best seller.

2005



2000-2005 GLOBAL BEST-SELLING SINGLE

"Mr. Brightside" by The Killers



Three years after military restrictions are lifted, Garmin would release the Forerunner 201 — their first GPS-enabled watch.

10x



increase in
TrainingPeaks workout
uploads from
2005-2010.

2006 - 2010

The Mobile Revolution Begins



Following the demise of the dot-com bubble, the mobile revolution begins with the release of Apple's iPhone in 2007. Suddenly, the world is at everyone's fingertips.

2006

TrainingPeaks + T-Mobile

In 2006, TrainingPeaks signs T-Mobile on as their first Tour de France team.



2006 RELEASE

"Avatar"

87%



of Tour de France teams today use TrainingPeaks to plan, track, and analyze their training.



2007 RELEASE

The First iPhone

2009



Garmin releases the Edge 500 Cycling GPS: high-powered for the pros, low-priced for the people.



TP Mobile

TrainingPeaks releases its new mobile app in 2009, allowing athletes to connect with their workouts and coaches anytime, anywhere.

> 6x



growth in the number of comments sent between coaches and athletes within 5 years of TP Mobile's release.

2010



TrainingPeaks founders Dirk Friel (left) and Gear Fisher (right) with Dirk's dad, famed triathlon coach Joe Friel (center), at a training camp in Moab, Utah, circa 2012.



GLOBAL BEST-SELLING SINGLE 2006-2010

"Tik Tok" by Kesha

2011 - 2015

Wearables & the Democratization of Data



Between 2011 and 2015, wearables will go mainstream.

Heart rate monitors and GPS watches become everyday essentials, while power meters democratize pro-level insights for cyclists.

GARMIN

SUUNTO

COROS

POLAR

Meanwhile at TrainingPeaks...

2011
2013

Coach Match launches to help athletes find the right coach.

TSS and other TrainingPeaks metrics become the industry standard.

2014

The release of Garmin Connect Autosync allows workouts to seamlessly upload to TrainingPeaks, with other device partners to follow.



2015 RELEASE

Stryd Power Meter for Runners

2015

The coaching community comes together for the world's first Endurance Coaching Summit, hosted by TrainingPeaks.



2015 RELEASE - STAR WARS: EPISODE VII

"The Force Awakens"



GLOBAL BEST-SELLING SINGLE 2011-2015

"See You Again" by Wiz Khalifa featuring Charlie Puth

Surge in Women's Participation

The sport itself was evolving, too. Women's participation surged on TrainingPeaks, both for athletes and coaches.

150%

average five-year increase in female athletes using TrainingPeaks since 2005.

250%

average five-year increase in female coaches using TrainingPeaks since 2005.

2016 - 2020

Global Growth & Virtual Training



2016

From 2016 to 2020, TrainingPeaks will see record growth in participation, especially with runners. Improved wearable integrations will make executing planned workouts easier and more accessible than previously imaginable.

Global Reach

TrainingPeaks launches five new languages on the mobile app, opening doors to coaches and athletes worldwide.

TOP ATHLETE ACCOUNT
GROWTH from 2015-2025

2600%	Brazil
1400%	Mexico
1400%	Germany
1250%	France

2017

Structured Workouts

In 2017, structured workouts on TrainingPeaks sync directly to athletes' devices in real time.

Growth in Event Participation
by Sport Type from 2016-2020
(compared to 2011-2015)

2200%	Running
1570%	Adventure Racing
1560%	Mountain Bike

2020

Indoor Era

Athletes and coaches embrace virtual racing during COVID lockdowns, accelerating the indoor era of training.



2019 RELEASE

"Avengers: Endgame"



GLOBAL BEST-SELLING SINGLE 2016-2020

"Shape of You" by Ed Sheeran

2021 - 2025

Off-Road, Indoors, and Stronger Than Ever



The aftermath of COVID restrictions creates two distinct trends: one in which athletes take to the outdoors for off-road adventures, and one in which they take to their pain cave for indoor training. Additionally, strength training becomes common practice and participation amongst masters athletes continues to rise.

2021



Off-Road Explosion

Trail running, gravel cycling, and ultramarathon participation surges on TrainingPeaks.



Indoor Cycling Boom

A post-pandemic world drives growth in virtual platforms, including TrainingPeaks Virtual.



Masters Thriving

Participation soars among masters athletes, with longevity taking a more prominent role in mainstream fitness culture.

1800%

growth in 65+ year-old athletes on TrainingPeaks since 2015.

2025



Strength Is Essential

From Tour de France cyclists to pro marathoners, elite athletes embrace strength training, with the rest of the world following suit.



2023 RELEASE

"Openheimer"



2023 RELEASE

"Barbie"

20%

of all workouts logged on TrainingPeaks are Strength workouts by August 2025.

TrainingPeaks grows with the needs of coaches and athletes

40+

new sport types, including gravel, trail running and indoor cycling, are released.



Strength Builder

TrainingPeaks makes personalized strength training easier than ever with in-app videos.

TrainingPeaks Virtual

offers an immersive indoor cycling platform that mirrors real-world physics.

Indoor Cycling Integrations

 **TRAININGPEAKS**
Virtual

 **ZWIFT**

wahoo

 **WHOOSH**
NO FUSS. NO FEE. JUST RIDE.

 **ROUVY**

TRAINERROAD



GLOBAL BEST-SELLING SINGLE 2021-2025

"Flowers" by Miley Cyrus

What's Next?

Endurance sports have never stood still, and neither has TrainingPeaks. Throughout the past quarter-century, we've witnessed the digital revolution of training logs, the rise of wearables, and the democratization of data for every level of athlete.

As we look ahead, one thing is certain: innovation and participation will continue to shape the future of endurance sports. Whether it's more data, scientific breakthroughs, or entirely new forms of competition, TrainingPeaks will continue to serve coaches and athletes every step of the way.

The first 25 years were just the beginning.
What will the next 25 years bring?

How We Got Our Data

We dug back through 25 years of our own proprietary data to search for compelling insights about the evolution of our users' habits and the world of endurance sports. We scoured sport type info, integration logs, gender data, and much more to give you the most accurate snapshot we could, taking into account the nuances of self-reported data.

