



FOR IMMEDIATE RELEASE

**Fallbrook Technologies (NuVinci®) Enhances European Sales Team to Handle New Growth, Announces Chief Accelerator of Sales and BD in USA**

CEDAR PARK, Texas/ AALSMEER (NL), February 6, 2014 - Fallbrook Technologies (Fallbrook) – inventor of the *NuVinci* continuously variable planetary (CVP) technology – continues to build a new and future-oriented structure in the European market. The company has been steadily enhancing its European organization to support the success of its *NuVinci* bicycle products. The newest addition to the European team is a second Sales Manager for the German-speaking market.

Robert Mutzel will support both OEM partners and dealers in southern Germany. He previously was Retail Manager at Selle Royal and Brooks for Germany and Austria. Former sales positions include Hartje, Bergamont, and Trelock.

Other recent additions include Roland ten Brinke, who joined the *NuVinci* team as Sales Director - Europe in September 2013, and effective January 1, 2014, a Sales Manager for Northern Germany. In addition, Fallbrook has hired a Marketing Manager - Europe, and is using a new lead creative marketing agency, based in The Netherlands, to further boost its sales and marketing impact.

At the same time, Jack Brandsen, formerly *NuVinci*'s Vice President Sales - Europe, has left the company to pursue new activities. "We're sad to see Jack leave the *NuVinci* team," said David Hancock, Fallbrook's Executive Vice President of the Bicycle Division. "He has been involved in the growth and development of *NuVinci* bicycle products over the past five years. We wish him well in his future activities."

"The sales growth of our *NuVinci* N360™ continuously variable (CVP) drivetrain and the intelligent auto-shifting *NuVinci* Harmony™, especially in the e-Bike segment, is very strong," Hancock added. "We are looking forward to continued progress and growth in both the European and U.S. markets."

To further strengthen U.S. sales operations, Fallbrook has engaged Rick Soberanis to work with the *NuVinci* team to lead bicycle business development and sales for the U.S. market. Soberanis is a veteran in the sporting goods industry with more than 25 years of sales and business development experience.

**About Fallbrook Technologies**

Fallbrook's *NuVinci* continuously variable planetary (CVP) technology improves the performance and efficiency of machines that use a transmission, including bicycles, electric vehicles, automobiles, off-highway vehicles, stationary equipment, wind turbines and others. The *NuVinci* technology is *Transforming Gears into Spheres* by using a set of rotating balls between the input and output components of a transmission. Tilting the balls changes their contact diameters and varies the speed ratio. Compared to other current transmission technologies, the *NuVinci* technology is less complex, scales and packages more easily, costs less to manufacture, and facilitates achieving optimum performance.

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The *N360* continuously variable bicycle drivetrain and the *Harmony* automatic electronic shifting system, which utilizes the *N360*, are Fallbrook's current commercially available products for the bicycle industry. Since their introduction, Fallbrook's cycling products have become a standard component on more than 60 major bicycle brands throughout Europe. Outside of cycling, the *NuVinci* technology offers companies the flexibility to design and produce next-generation products that are better-tailored to their unique business, market, and competitive requirements.

Fallbrook's *NuVinci* CVP technology is now being developed for commercialization in several other applications. For example, major automotive transmission suppliers have licensed *NuVinci* technology for the development of automotive class drivetrains, and a market-leading supplier has licensed the technology and is developing *NuVinci* CVP transmissions for electric and gasoline light vehicle applications. *NuVinci* CVP technology can be configured to replace multiple planetary gears, providing dramatic performance improvement in a smaller package and at a lower cost.

Fallbrook has built an extensive portfolio of over 600 patents and patent applications worldwide. For more information, visit <http://www.fallbrooktech.com>.

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