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Technologies

MEDIA INFORMATION

FOR IMMEDIATE RELEASE

NuVinci® Cycling Announces New Director of Marketing

To further grow the brand globally and enhance the experience for OEMs, retailers and end-users

ZWOLLE, NL / CEDAR PARK, TX – August 24, 2016 – NuVinci® Cycling, a division of Fallbrook Technologies Inc. (Fallbrook), announced today the hire of Anne Guethoff as Director of Marketing. In this role, Anne will be managing NuVinci Cycling's strategic marketing initiatives to drive growth, as well as global brand and product awareness. The business aims to move people better through its stepless, automatic and integrated shifting products for bicycles and eBikes.

Anne said, "NuVinci Cycling has entered into the market very successfully. I am excited about bringing my skill set and experience during this next phase of growth. We are looking to continue our success in the eBike market, but also to expand our activities to the non-eBike and sportive segments. This means NuVinci Optimized™ products will become relevant to more riders going forward."

Most recently, Anne was the Global Marketing & Sales Director in Germany for Brose Antriebstechnik, a prominent manufacturer and supplier of eBike motors. Prior to that, she worked for corporate companies such as Johnson & Johnson and Essilor. She has also built a marketing and sales consultancy in Sydney, Australia, supporting international clients, especially in the bicycle and SAAS market, with both strategy and execution services. With her international profile, experience in the industry and being a keen road cyclist and bicycle commuter herself, she relates well to all aspects of the cycling market. Anne will report to David Hancock, Fallbrook's Executive Vice President for NuVinci Cycling.

David said, "I am excited to have Anne join our team as Director of Marketing. Her expertise and experience in sales and marketing, within and outside of the cycling industry, is exactly what we need. I look forward to Anne's leadership to help us continue our growth and expand NuVinci Optimized products into new segments."

About NuVinci® Cycling

NuVinci Cycling, a division of Fallbrook Technologies Inc., aims to move people better through its product portfolio of stepless, automatic and integrated shifting products for bicycles and eBikes. The first commercial product incorporating NuVinci technology was the N170™ continuously variable transmission (CVT) for bicycles introduced in September 2006, followed by the lighter weight and smaller N360™ model in 2010 and the Harmony™ auto-shifting system for bicycles (incorporating the N360) in 2011. Current NuVinci Optimized™ cycling products include the Nfinity™ and Harmony group sets, which comprise newer versions of the transmissions and controllers. NuVinci Cycling products are available in over 100 bicycle brands. For more information, visit www.nuvincicycling.com.

About Fallbrook Technologies

Fallbrook Technologies Inc. is the developer of the patented NuVinci® continuously variable planetary (CVP) technology, which can improve the performance and efficiency of machines that use a transmission, engine, pump, motor or gear – including bicycles, cars and trucks, industrial equipment and many others. Fallbrook, with its development community, provides the technology, tools, and know-how to help companies quickly move from R&D to market commercialization. In 2006, NuVinci Cycling, a division of Fallbrook Technologies, was formed to support and sell the Nfinity™ bicycle transmission and the Harmony™ auto-shifting system for bicycles, which were the first commercial products incorporating the NuVinci technology. Fallbrook is based in Cedar Park near Austin, Texas in the USA, and holds rights to over 800 patents and patent applications worldwide. For more information, visit www.fallbrooktech.com.

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