



## **No false beards! – Moustache Bikes enter French market with Bosch / NuVinci® system**

SAN DIEGO / GOLBEY (FRANCE) – April 11, 2012 – Fallbrook Technologies Inc. (Fallbrook) and Moustache Bikes, a new French company with a design-oriented vision of e-bikes, today announced the introduction of Moustache’s “Ville” (City) and “VTC” (Trekking) series with the seamless shifting *NuVinci* N360™ hub. Combined with the Bosch e-bike system, the brand aims to raise the bar for quality Pedelecs in the French market. Moustache’s philosophy of building bikes is a tribute to times when a majority of the French people rode bicycles for their daily commute and wore – quelle surprise – a moustache! Hence, the handlebars reflect the fashion of these times!

### **“Lundi 26” – Tribute to old days meets modern spirit**

Five-time Oscar winner “The Artist”, a French silent movie which reminds us of the good old days, shows how simplicity can touch the hearts of thousands – though the latest technologies hide behind the curtain. French bike designer Emmanuel Antonot also prefers a mixture of simplicity and progress when creating some of his bikes. Take the “Lundi 26”, a bike of the new “Ville” series, and see how retro style and advanced technologies can be combined in a perfect way. Crème-White tires and a low step-through frame with a special geometry reminds of old style ‘velocipedes’ of the 1920’s. And the handlebar (the moustache) recalls a popular fashion fad of an era where movies and two-wheeled vehicles still performed noiselessly, yet the drivetrain of the bike deploys contemporary technology. The Moustache combines a Bosch e-bike system with a *NuVinci* N360 hub and creates a gentle, unique riding experience. Recent reviews in popular e-bike magazines call this combination “the best shifting system for e-bikes.” Now available in the French market, it targets the sophisticated, ambitious e-cyclist, and in this case, those with a touch for retro styling.



**Moustache “Lundi 26”**

As Antonot, owner and creator of Moustache bikes explains: “We aim to move something forward in our society. On the one hand, Moustache wants to remind people of times when the daily ride with the bicycle was the only practical way to handle long distances because there were no cars or only few could afford them. On the other hand, cycling is an aspect of modern lifestyle. Our ambition is to make people use their bikes more often and leave the car in the garage. Therefore we designed bikes which perform this balancing act between retro and high-tech, between fun and comfort. Just ride one of our bikes and you will see that sitting on a bike is more comfortable and more fun than being stuck in traffic.”



### Technical features “Lundi 26”

- *NuVinci N360* drivetrain: CVP (continuously variable planetary) ratio is changed by tilting the axes of the spheres with respect to internal input and output traction rings. With a gear ratio of 360%, it delivers a smooth, seamless and continuous transmission.
- Bosch mid motor e-bike system: Motor speed is linked to pedalling cadence and creates an average efficiency score of 80%
- “Open” frame: stiff as a triangular or a diamond shaped frame, for more comfort and safety
- Special geometry enables more comfort – for riders from 1.58m to 1.90m
- Front headlight integrated into the head tube, for excellent visibility and a unique design!
- High-rise city handlebar offers a natural riding position with a straight back and the best field of vision – Moustache’s emblem
- 26” Schwalbe Fat Frank air-cushion tires replace entry-level suspension forks
- Weight: 25,6 kg
- Colour: White
- Price: 2.799 € (France, Belgium, Luxembourg) / CHF 3.999 (Switzerland)

### Modern alternative: Multi-talent Moustache “Samedi 28”



Moustache “Samedi 28”

Moustache also offers contemporary styled touring or trekking bikes in its line-up – such as the “Samedi 28”. The name suggests that this is a bike for weekends, leisure, longer or sporty rides. In short, this bike is multi-talented.

It is equipped with 28” wheels, innovative mudguards which are stiff and lightweight and a semi-integrated rack. And of course, there is also the typical Moustache handlebar which creates a perfect riding position. A core element is also the Bosch system combined with the *NuVinci N360* hub – a continuously variable planetary transmission which actually has an infinite number of “gears” within its 360% gear ratio. The main advantages of this drivetrain are its high durability and seamless shifting. Just twist the shifter and your preferred gear

ratio will be reached, comfortably and with little noise. And the best thing is it even works under high torque pedal-assist conditions which are common for e-bikes with a center drive



motor. So the “Samedi 28” offers all advantages expected of a modern trekking e-bike: an extended battery life, reduced motor wear and, ultimately, increased range.

Emmanuel Antonot continues: “A major reason we supply Moustache bikes with Bosch / NuVinci is that one needs to rely on our bikes. Maintenance and associated costs, durability, and higher overall system efficiency – those are key values in the e-bike market today. The N360 hub for example can deliver all this and is the perfect solution for e-bikes. That’s why we are very proud to be the first brand in France which offers bikes equipped with NuVinci.”



### Technical features “Samedi 28”

- NuVinci N360 drivetrain: With a gear ratio of 360%, NuVinci N360 transmits mechanical power with spheres instead of gears providing seamless, continuous shifting (even under high pedal torque), without power interruptions, missed gears or dropped chains.
- Bosch mid motor e-bike system: Rotation speed is linked to pedalling cadence and creates an average efficiency score of 80%.
- Hydroformed frame tubes with aeronautical quality alloy
- Top tube is directly connected to the seat stays; creates a more compact and laterally stiff rear triangle
- Heart of the frame: Bosch motor interface, manufactured with CNC technology: the Bosch motor fits with total precision and the stiffness of the frame is maximized
- Handlebar: Special touring or trekking version that has less rise and more agility; for a more sportive position or for longer rides
- 28” Schwalbe Citizen tires with reflective stripes and anti-puncture reinforcement
- Weight: 23,9 kg
- Colour: White
- Price: 2.799 € (France, Belgium, Luxembourg) / CHF 3.999 (Switzerland)

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### **About Moustache**



*Based in the Vosges region of northeast France, a small team around bicycle veteran Emmanuel Antonot, launched the young brand in 2011.*

*Since February 2012 a 700sqm facility in Golbey, next to Epinal, serves as the new office head quarters and assembly location.*

*Moustache is a fun, unique, qualitative, and modern vision of the e-bike.*

*For more information, visit [www.moustache.fr](http://www.moustache.fr)*

### **About Fallbrook Technologies Inc.**

Fallbrook's NuVinci® continuously variable planetary (CVP) technology improves the performance and efficiency of machines that use a transmission, including bicycles, electric vehicles, automobiles, agricultural equipment, wind turbines and others. 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 latest innovation is the Harmony™ automatic shifting system for bicycles, which generates a totally new and efficient e-bike riding experience.

Fallbrook has built an extensive portfolio of over 400 patents and patent applications worldwide. The company intends to continue its research and development activities to enhance the performance and capabilities of NuVinci technology. For more information, visit: [www.fallbrooktech.com](http://www.fallbrooktech.com)