

FOR IMMEDIATE RELEASE

## **NuVinci® Cycling™ Expands Local European Support for NuVinci Optimized™ Bikes and eBikes**

-- Swiss distributor, OFELEC AG, will support dealers and manufacturers in Switzerland and Lichtenstein / Benelux Test and Service Partner Program Expands to Germany --

ZWOLLE, NL / CEDAR PARK, TX – June 28, 2016 — NuVinci® Cycling, a division of Fallbrook Technologies Inc. (Fallbrook), announced today the further expansion of locally available support for *NuVinci Optimized™* products in Europe. Effective July 4, 2016, OFELEC AG (OFELEC), a bicycle distributor and support organization located in Möhlin, Switzerland will coordinate service and support for *NuVinci Optimized* bicycles and eBikes sold in or utilized in Switzerland and Lichtenstein.

OFELEC is a relatively new and growing company located in Switzerland that imports, sells and supports two-wheeled vehicles with or without electric drives and their spare parts. It will serve as the local contact with *NuVinci Cycling* for bicycle dealers and bicycle manufacturers (OEMs) selling products in Switzerland and Lichtenstein. Both OEM's and dealers will be able to obtain support in their own language from OFELEC for *NuVinci Optimized* bicycles and eBikes. The support will include both detailed technical assistance and the capability of ordering components or replacement parts in small quantities with timely and cost effective distribution and without the need for import paperwork. Additionally, OFELEC will handle the preliminary inspection and shipment of returned parts to *NuVinci Cycling* in Zwolle, The Netherlands.

Dealers and manufacturers in Switzerland and Lichtenstein can reach OFELEC by phone or email at:

Tel: +41 43 508 55 97

Email: [ch-service@nuvincicycling.com](mailto:ch-service@nuvincicycling.com)

"I am very pleased to have such a capable and responsive company as OFELEC in Switzerland added to *NuVinci Cycling's* local support capabilities," said Michael Schrijnder, *NuVinci Cycling's* recently hired Director, Service and Support. "While *NuVinci Optimized* bicycles and eBikes typically require little, if any, maintenance, any downtime can be a major inconvenience, particularly for those who depend on their bikes for transportation. That is why we feel it is important to enhance nearby support capabilities. As mentioned above, OFELEC AG is quite a young company, founded in 2011 with a background and history which has proven its professionalism and experience."

"OFELEC is driven by passion, knowledge and power," stated Hans-Peter Felber, OFELEC AG's CEO. "Beside the distribution of high-quality bicycles (electric and classic) our strengths are in service and logistics. There are many good products on the market, but outstanding service and good partnership between dealers/distributors and suppliers are the keys to success." Felber continued, "We are very proud to start the cooperation with *NuVinci Cycling* and to take over service and distribution of high-quality *NuVinci Optimized* products for Switzerland. This is a real enrichment of our portfolio! And we are very

confident we will be able to shorten service time significantly for dealers and customers in Switzerland.”

Previously in March 2015, *NuVinci Cycling* entered into an agreement with Hermann Hartje KG (Hartje) for Hartje to become its service center partner for Germany and Austria, providing support and services to dealers similar to those that OFELEC will now be providing for Switzerland and Lichtenstein. Hartje’s *NuVinci Cycling* Service Center for Germany and Austria can be reached at:

Tel: +49 (0) 4251-811 187  
Email: [de-service@nuvincicycling.com](mailto:de-service@nuvincicycling.com)

In the Netherlands, *NuVinci Cycling* has a service center in Zwolle, which, in addition to dealers and manufacturers in other countries, supports *NuVinci Cycling* Test and Service Partner Programs in both Benelux and Germany.

For Benelux, each of the 65 dealers currently participating in the partner program provides a minimum of two test bikes from different brands so that potential customers can experience continuously variable and automatic shifting on extensive test rides. Additionally, the service staff of the shops is trained and certified to offer repairs and warranty service if appropriate, and each shop maintains a stock of parts from a *NuVinci* Service Box, which is part of the Partner Program. Benelux *NuVinci Cycling* Test and Service Partners can be found on the Dutch version of [www.nuvincicycling.com](http://www.nuvincicycling.com) at <http://www.nuvincicycling.com/nl/test-ride.html>

The partner program in Germany is similar to the Benelux program and has begun with 69 partner dealers. Additionally, as previously announced, *NuVinci Cycling* added two Dealer Development Representatives to offer Partnership Participation to shops and assist them in implementing test ride programs with a target of 120 partners in Germany. *NuVinci Cycling* Test and Service Partners in Germany can be found on the German version of [www.nuvincicycling.com](http://www.nuvincicycling.com) at <http://www.nuvincicycling.com/de/test-ride.html>

“The addition of support for dealers and OEMs in Switzerland and Lichtenstein through OFELEC combined with the expansion to Germany of the successful *NuVinci Cycling* Test and Service Program,” said David Hancock, Fallbrook’s Executive Vice President, Cycling Division, “is part of our ongoing commitment to helping our OEMs provide effective regional support to their customers. We are establishing a network that makes the extraordinary benefits of *NuVinci Optimized* cycling available in multiple countries, regions and languages.”

#### **About OFELEC**

OFELEC AG was founded in 2011 to provide quality, innovation, technology and high-quality after sale services in the fields of electric vehicles and bicycles. It has a long-term, comprehensive and varied relationship as a reliable partner with the entire Swiss two-wheel market and all trading partners. OFELEC AG is the Swiss importer of the bicycle brands MOUSTACHE and GHOST.

In July 2016, OFELEC enlarged its portfolio by taking over of the sales and service of NuVinci Optimized™ gear hubs in Switzerland and Lichtenstein.

The company is located in the Industriestrasse 21, CH-4313 Möhlin AG, the operational headquarters (Warehouse, logistics, services) in the Hübelacherstrasse 1, CH-5242 Lupfig AG.

## **About Fallbrook Technologies**

Fallbrook Technologies 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, including vehicles, stationary equipment, bicycles, and others.

The *NuVinci* technology transforms Gears into Spheres™ by using a set of rotating spheres between the input and output components of a transmission. Tilting the spheres changes their contact diameters and varies the speed ratio. *NuVinci* CVPs can be configured to replace multiple planetary gears, providing significant efficiency and performance improvement in a compact package. 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. Major automotive transmission suppliers have licensed the *NuVinci* technology for the development of automotive class drivetrains, and a market-leading supplier has licensed the technology and is developing *NuVinci* Optimized™ transmissions for electric and gasoline light vehicle applications.

The first commercial products incorporating the technology were the *N360*™ bicycle transmission and the *Harmony*™ auto-shifting system for bicycles incorporating the *N360*. Current *NuVinci Optimized* cycling products include the *Nfinity*™ and *Harmony* group sets, which comprise newer versions of the transmissions and controllers.

Fallbrook has built an extensive portfolio of over 700 patents and patent applications worldwide. For more information, visit [www.fallbrooktech.com](http://www.fallbrooktech.com).

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