



FOR IMMEDIATE RELEASE

Fallbrook Technologies Inc. Launches NuVinci® Experience Center Program to Provide Hands-On Discovery of the NuVinci Cycling Difference

-- Initial Cooperative Marketing Begins with 250 Gazelle Dealers in the Netherlands --

BONN (DE), AALSMEER (NL) 28 February 2014 – Fallbrook Technologies Inc. (Fallbrook), U.S.-based inventor and manufacturer of the *NuVinci* continuously variable planetary (CVP) technology, today announced a *NuVinci* Experience Center marketing program that will provide the opportunity to field test eBikes equipped with the *NuVinci* Harmony™ intelligent auto-shifting system. *Harmony* incorporates the *NuVinci* N360® continuously variable bicycle transmission.

The *NuVinci* Experience Center program launches first in the Netherlands with a close marketing partnership with Gazelle. "Gazelle is the traditional Dutch bicycle brand (founded in 1892)," stated Roland ten Brinke, Fallbrook's Sales Director for Bicycle in Europe. "It is the oldest and largest bike manufacturer in the Netherlands."

The aim of the marketing partnership with Gazelle is to provide interested consumers with a convenient way to test *NuVinci* Harmony-equipped eBikes. Consumers can experience the continuously variable transmission revolution as *NuVinci* technology transforms the industry from Gears to Spheres™.

Starting in April, approximately 250 Gazelle Premium Dealers will provide a Gazelle bike that is equipped with the *NuVinci* Harmony for test rides. Through specific web-pages on both the Gazelle and *NuVinci* websites, the customers can find the closest Experience Center and arrange an appointment for a test ride.

"The *NuVinci* Harmony system is easy to use and that's its appeal. But for the customer, it is difficult to imagine that new ride feel based on verbal explanations alone," stated Daniel Bley, Fallbrook's Marketing Manager for Europe. "This feeling is something quite new and different from anything previously known. Giving potential customers the opportunity to test the *NuVinci* Harmony system is an important point for Gazelle and us. The 'proof is in the pudding,' as they say, and because cycling is about fun, enjoyment, and a high comfort factor, that's what *NuVinci* Harmony test rides will demonstrate."

"We also have plans for additional service offerings," added Bley. "For example, we plan to provide an online booking tool to facilitate making an appointment to schedule a *NuVinci* experience. We will, of course, expand the concept of the Experience Center to other European markets and with other interested partners in the future, because *NuVinci* components are used by many leading OEMs," Bley continued. "Our new marketing approach makes it easier and faster to make a buying decision that includes *NuVinci*."

More information can be found at www.nuvinci.com and www.gazelle.nl.

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About Fallbrook Technologies

Fallbrook's *NuVinci* continuously variable planetary (CVP) technology can improve 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.

The *N360* continuously variable bicycle drivetrain and the *Harmony* automatic electronic shifting system utilizing the *N360* were Fallbrook's first commercially available products. 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 www.fallbrooktech.com.

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