

Bike Equipped With NuVinci® Drivetrain Wins 2007 Popular Science "Best of What's New" Award

– *The Ride™* from Ellsworth Handcrafted Bicycles wins Grand Award in the Recreation category; fourth major 2007 award for innovative NuVinci technology –

(San Diego, Calif., November 13, 2007) – Fallbrook Technologies Inc. (Fallbrook), a pioneering technology development company, announced today that *Popular Science* magazine has given its prestigious 2007 "Best of What's New" award to *The Ride* from Ellsworth Handcrafted Bicycles – featuring Fallbrook's *NuVinci* continuously variable planetary (CVP) drivetrain. See [Article on Popular Science website](#).

The Ride won the Grand Prize in the Recreation category of the annual Popular Science magazine awards, given to the year's best technology innovations.

The Ride is Ellsworth's first in a new line of "performance lifestyle bikes," which are designed for ultimate comfort and pleasure. *The Ride's* dual adjusting handlebars and Expanding Universe Geometry™ provide a perfect biokinetic fit between rider and bike. The relationship between the seat post and the handlebars can be fine-tuned to accommodate any size rider or any riding style. Specially designed tires and rims, combined with the *NuVinci* drivetrain make *The Ride* perform like no other bicycle.

"*The Ride* was designed around the *NuVinci* CVP to deliver a truly unique riding experience - smooth, precise and easy to enjoy," said Tony Ellsworth, president and CEO of Ellsworth Handcrafted Bicycles, Inc. "To have Popular Science honor us in this way shows that our creation is really resonating with the public."

The *NuVinci* CVP uses a set of rotating and tilting balls positioned between the input and output components of a transmission that tilt to vary the speed of the transmission. Tilting the balls changes their contact diameters and varies the speed ratio. *NuVinci* technology is the most practical, economical and universally adaptable continuously variable transmission (CVT) for human-powered and motor-powered vehicles and machines.

NuVinci hubs used in bicycles, scooters and other applications are manufactured by Aftermarket Technology Corp. (ATC) (NASDAQ: ATAC), the world's largest independent drivetrain remanufacturer.

"For 20 years, Popular Science's Best of What's New awards have honored the innovations that make a positive impact on life today and our views of the future," said Mark Jannot, editor-in-chief of Popular Science. "PopSci's editors evaluate thousands of products each year to develop this thoughtful list, and there is no higher accolade we can give."

Best of What's New winners are featured in the much-anticipated December issue of Popular Science, the most widely read issue of the year. Best of What's New awards are presented to 100 new products and technologies in 10 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Home Tech, Personal Health and Recreation.

The Popular Science award is the year's fourth major award for the *NuVinci* CVP. The CVP was also awarded the 2007 Technology Innovation of the Year award in The Netherlands, with the Batavus Adagio-*NuVinci* bicycle winning that country's 2007 Bike of the Year award. In addition, the *NuVinci* CVP also won the R&D 100 award as one of the year's most technologically significant products.

"We're very proud to be a part of this award," said William Klehm III, president and CEO of Fallbrook. "Ellsworth has a long tradition of leadership in bicycle innovation, and we both recognized that the *NuVinci* CVP and *The Ride* were a perfect match. With our fourth award this year, it's clear that our goal of changing the way people think about bike design is being met."

About Fallbrook Technologies Inc.

Fallbrook Technologies Inc. (Fallbrook) is a technology development company dedicated to improving the performance and flexibility of transmissions for vehicles and equipment. Fallbrook's revolutionary *NuVinci*® continuously variable planetary (CVP) technology is applicable to virtually any machines that use a transmission such as bicycles, light electric vehicles, automobiles, agricultural equipment, and utility class wind turbines among 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. To learn more about Fallbrook and its *NuVinci* technology, please visit www.fallbrooktech.com.