

Fallbrook Technologies Inc. Offers Special Interbike Incentive Program for Independent Bike Dealers

– Receive a free NuVinci® CVP hub laced into a wheel with purchase of a NuVinci Aftermarket Kit –

(Las Vegas, Nev., Sept. 23, 2009) – Fallbrook Technologies Inc. (Fallbrook), a pioneering technology company, announced today a special incentive program for independent bike dealers (IBDs) during the Interbike show in Las Vegas, Nev. September 23-25, 2009.

IBDs who purchase a *NuVinci* Aftermarket Kit through a participating U.S. or Canadian distributor will, while supplies last, receive a free *NuVinci* hub laced into a wheel. IBDs can install the free laced wheel onto a demo bike at their shop, so that their customers can easily experience the unique smooth cruise ride of a *NuVinci*-equipped bike. The program is open to all IBDs. Interested IBDs can contact Fallbrook at ibdkit@nuvinci.com.

“For IBDs, getting new riders into their stores is a big challenge,” said Alan M. Nordin, president of Fallbrook’s Bicycle Products Division. “This program gives IBDs a way to demonstrate a technology that begs to be ridden. It’s also another way for IBDs to distinguish themselves from the competition and provide their customers with a simple, smooth and rewarding ride. All levels of riders will enjoy the *NuVinci* ride, which is unlike anything else in the market.”

Also as part of its Interbike program, Fallbrook is giving away two custom-built bicycles, each with a retail value of over \$3,500. These bicycles feature both the *NuVinci* drivetrain and the Gates Carbon Drive™ belt system. The combination of these two technologies creates one of the smoothest, quietest rides possible. Two drawings will be held: one on Wednesday, Sept. 23 and the other on Thursday Sept. 24. To enter the drawing, simply visit the *NuVinci* booth (Booth #4575) and test-ride one of seven bikes equipped with the *NuVinci* CVP.

The *NuVinci* CVP uses a set of rotating and tilting balls positioned between the input and output components of a transmission. Tilting the balls changes their contact diameters and varies the speed ratio.

The *NuVinci* drivetrain is now featured on more than 40 bike models manufactured by over 20 of the world’s leading brands, including Avenue (Denmark), Batavus (The Netherlands), Cadillac (US), Ellsworth (US), Hercules (Germany), Raleigh (Germany) and Simpel (Switzerland).

Awards for the *NuVinci* CVP and CruiseController™ include the 2008 iF Design EUROBIKE Gold Award for component design, the prestigious R&D 100 Award as one of the year’s most technologically significant products and the Netherlands’ FietsVak Technology of the Year Award. The first *NuVinci*-equipped bicycles also won the Popular Science Best of What’s New (Grand Award, Recreation) and FietsVak Bike of the Year award.

About Fallbrook Technologies Inc.

Fallbrook Technologies Inc. (Fallbrook) is a technology 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 wind turbines, among others. *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 extensive portfolio of over 325 patents and patent applications worldwide has been recognized as the industry leader for the automotive and transportation industry segment. Fallbrook’s vigorous research and development activities will continue to enhance the performance and capabilities of *NuVinci* technology.