

FALLBROOK TECHNOLOGIES INC. ANNOUNCES AVAILABILITY OF THE N360 VERSION OF ITS NUVINCI® CONTINUOUSLY VARIABLE BICYCLE TRANSMISSION

- The next generation of the award-winning NuVinci® drivetrain is over 30% lighter and 17% smaller with enhanced shifting. Bicycle OEMs are including it on more new models. -

(EUROBIKE 2010, Friedrichshafen, Germany, September 1, 2010) – Fallbrook Technologies Inc. (Fallbrook), announced today the availability of its N360 bicycle drivetrain utilizing NuVinci® Technology. The N360 is the next generation of Fallbrook’s award-winning Continuously Variable Planetary (CVP) transmission for bicycles. The *NuVinci* CVP is a significant “shift” in drivetrain technology, transmitting mechanical power with spheres instead of gears. With an unlimited number of ratios available within its nominal 360% ratio range, the *NuVinci* CVP is a highly attractive replacement for bicycle derailleurs and internally geared hubs as it provides a ride and shifting experience unlike any other.

Compared to the *NuVinci* bicycle drivetrain launched in 2007, the N360 model has an increased ratio of 360%, is over 30% lighter and is 17% smaller. Shift effort is significantly reduced even under high pedal forces and there is 50% less twist rotation required to move between the lowest and highest ratios. In addition, for better protection, the hub interface is now housed inboard of the frame drop-out.

“The original *NuVinci* bicycle CVP introduced a totally new cycling experience – very easy shifting,” said Jack Brandsen, Fallbrook’s Director of European Marketing and Sales. “The typical reactions after the first ride were: ‘It’s so smooth! or it’s so easy!’ However, bicycle manufacturers told us they would put it on more models if we could make the drivetrain lighter and smaller. We listened to the market and the N360 is the result. It’s now being offered on many additional bicycle models including a number of e-Bikes.”

The Gepida Reptila, Mosquito Classis Energy, Raleigh Dover 360, and Victoria NuVinci are some examples of new e-Bikes that will offer the N360 drivetrain. “The N360’s ease of shifting is particularly beneficial for e-Bikes,” said Alan M. Nordin, Fallbrook’s Bicycle Division President. “e-Bike riders will shift more and that can result in less battery drain when starting up or going up a hill, which in turn equates to increased battery range.” Examples of new European bike models with the N360 include the Batavus Venturo, Panther TR999 Gepard-N and Simpel Wegwärts and new North American N360 bike models include the Breezer Uptown Infinity, Ellsworth Enlightenment, and Organic Edwin.

For bike dealers looking to upgrade existing bicycles, an N360 aftermarket conversion kit is also available. Bicycle dealers in Europe will be able to order it directly on the *NuVinci* website, www.nuvinci.com where there is also a list of aftermarket kit distributors for other parts of the world.

About Fallbrook Technologies Inc.

Fallbrook Technologies Inc. is a technology and manufacturing company dedicated to improving the performance and flexibility of transmissions for vehicles and equipment. Fallbrook's 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. 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* platform offers companies the flexibility to design and produce next-generation products that are better tailored to their unique business, market and competitive requirements. Fallbrook has built an extensive portfolio of over 350 patents and patent applications worldwide.

To learn more about Fallbrook and its *NuVinci* technology, please visit www.fallbrooktech.com.

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