

Fallbrook Technologies Inc. Adds Former Auto Industry Executive to Business & Technology Advisory Board

-- Pascal Henault, former PSA Peugeot Citroen executive, will assist in evaluating NuVinci® product and partnership opportunities

(San Diego, Calif. – February 15, 2011) – Fallbrook Technologies Inc., (Fallbrook), developer and manufacturer of NuVinci® DeltaSeries™ continuously variable accessory drives and primary transmissions designed to increase fuel economy and vehicle performance, today announced that Pascal Henault, recently retired PSA Peugeot Citroen executive committee member and former PSA executive VP for R&D and Innovation will serve on Fallbrook's Technology Industry Advisory Board (TIAB). He joins David Cole, Chairman Emeritus, Center for Automotive Research, who was announced last month as the initial member of the TIAB (formerly ABTAB).

The TIAB consists of impartial advisors who assist Fallbrook in evaluating product requirements along with market and partner opportunities for its *NuVinci DeltaSeries* products. Al Kammerer, a Fallbrook Director who spent 34 years with Ford Motor Company before retiring in 2008 as product development director for Jaguar Land Rover, will serve as the TIAB coordinator.

"I am enthusiastic in joining Fallbrook's Transportation Industry Advisory Board," said Pascal Henault. "Their *NuVinci* technology is a real breakthrough in the automotive transmission business and will bring impressive solutions in enhancing efficiency of numerous transportation devices." Henault, who is a member of the RHODIA Group scientific advisory board, also stated "I am looking forward to helping Fallbrook achieve its strategic growth and promoting *NuVinci* CO2 efficient applications in Europe."

"Pascal brings a European focus to our business," William G. Klehm III, Fallbrook's Chairman and CEO stated. "His demonstrated business understanding and technical leadership will help Fallbrook gain awareness in the European transportation industry. One example of a relevant product area where Pascal will help us is our accessory drive product line up that can help create a competitive advantage for automakers by affordably improving fuel economy without necessarily sacrificing performance. This is front and center in Europe and our board of advisors will help us think through and select both the technical and business opportunities."

About Fallbrook Technologies Inc.

Fallbrook's *NuVinci* continuously variable planetary (CVP) technology is applicable to 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. An example of a next generation product is using a *NuVinci CVP* to control the speed of automotive accessory drives (including air conditioning compressors, alternators, and superchargers) independently of engine speed.

Fallbrook recently announced its entry into the automotive market with its *NuVinci DeltaSeries*, a line of continuously variable accessory drives and primary transmissions designed to increase fuel efficiency and vehicle performance. Fallbrook launched the *NuVinci N360™*, the second generation of its award-winning continuously variable bicycle drivetrain, last summer. The Company is also developing transmission technologies for electric vehicles, small wind power and lawn care equipment.

Fallbrook has built an extensive portfolio of over 375 patents and patent applications worldwide. Fallbrook intends to continue its research and development activities to enhance the performance and capabilities of *NuVinci* technology.

For more information, visit www.fallbrooktech.com

© 2011 by Fallbrook Technologies Inc. All rights reserved.

###

Contact:

David Oates
858-750-5560
doates@fallbrooktech.com