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Technologies

MEDIA INFORMATION

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NuVinci® Cycling Embarks on Next Chapter - With New Division Name 'enviolo'

Stepless and automatic shifting company aims to become 'The Moving Standard' for bicycles and e-bikes today.

AMSTERDAM, NETHERLANDS / CEDAR PARK, TEXAS – October 9, 2017 – Beginning January 1, 2018, *NuVinci Cycling*, a division of Fallbrook Technologies Inc. (Fallbrook), will be operating under a new name: *enviolo*.

The purpose for rebranding *NuVinci Cycling* is to celebrate the division's success and growth story, while marking the start of its next chapter. The division will be operating more independently from its parent company, Fallbrook, to ensure a complete focus on the bicycle market.

"Our journey since 2007 has been incredible! Our stepless and automatic products has captured OEMs, dealers, and consumers by offering a riding experience like no other. We have grown into a very relevant business with many more opportunities to explore. Now, we are ready to embark on our next chapter - as *enviolo*" says David Hancock, Managing Director of *NuVinci Cycling*.

enviolo's stepless and automatic shifting solutions have one very essential ingredient: the revolutionary NuVinci® technology from Fallbrook. This technology is responsible for the unique smooth, stepless shifting, and overall riding experience. Fallbrook's *NuVinci* technology has also been licensed to other companies and is currently in commercial development for automotive applications, scooters, micro-mobility solutions, and off-road utility vehicles. The new division name aims to better differentiate between the technology brand, *NuVinci* by Fallbrook, and the products utilizing that technology, now offered by *enviolo*. Starting with MY2019 groupsets, *enviolo* will also use the new brand name in the product names.

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“enviolo is not just about a new name and logo: the division's next chapter, marked by the new name, is going to bring a great deal of additional value to manufacturers, dealers, and consumers. We aim to become the ‘The Moving Standard’ for bicycles and e-bikes today - with a new, needs-based product portfolio, increased service capabilities, retailer support programs, and direct-to-consumer marketing initiatives,” summarizes Anne Guethoff, Marketing Director at *NuVinci Cycling* and responsible for the brand strategy development and execution. “We have built a business that is ready for the next stage of growth, and that includes scaling up our workforce and their skill sets. Our new name celebrates both our past success and the next chapter in our evolution,” David Hancock adds.

The division recently launched its new MY2019 product portfolio, which includes five new group sets designed specifically for the needs of the individual rider and their respective bicycle use cases. With the new group sets for city, trekking, cargo, sportive, and commercial, enviolo is expanding the unique technology into additional segments.

Furthermore, retailer support has been increased significantly across Germany, Austria, and Switzerland (DACH) as well as Belgium, the Netherlands, and Luxembourg (BENELUX) markets with the introduction of an extensive retailer training series, online training, and the recent launch of the exclusive “Experience Partner Program.”

The division is investing substantially in its service capability as well with new markets such as France, Switzerland, and Germany now being managed directly by the International Service Center in The Netherlands. New systems, tools, and processes are being implemented in service support to create a more effective process for partners.

Usage of the brand in the retail environment including new product training and more will commence in January 2018. MY2019 models will already feature the new enviolo-branded groupsets. End-consumers will engage with the new brand starting mid-2018. For additional information, please visit www.enviolo.com.

About NuVinci® Cycling

NuVinci Cycling, a division of Fallbrook Technologies Inc., moves people better through its product portfolio of smooth, stepless, automatic, and integrated shifting products for bicycles and eBikes. The *NuVinci* technology incorporated in continuously variable transmissions (CVT) for bicycles has been providing the best rider experiences since 2006. NuVinci Optimized™ cycling products include the Nfinity™ and Harmony™ group sets, utilizing the latest versions of the transmissions and controllers. Products from *NuVinci Cycling*, the leader in CVTs for bikes and eBikes, are available globally in over 100 bicycle brands. For more information, visit www.nuvincicycling.com.

About Fallbrook Technologies

Fallbrook Technologies is the inventor of the revolutionary NuVinci® continuously variable planetary (CVP) technology, which enables performance and efficiency improvements for machines that use an engine, pump, motor, or geared transmission system – including urban mobility vehicles, cars and trucks, industrial equipment, and many other applications. Fallbrook has a unique collective development model and community through which *NuVinci* technology licensees share enhancements, which adds to the value of the technology and accelerates product development. This approach enables forward-looking companies, who wish to create visionary new products with *NuVinci* technology, to move quickly from concept to market commercialization. Fallbrook is based in Cedar Park near Austin, Texas, USA and holds rights to over 800 patents and patent applications worldwide. For more information, visit www.fallbrooktech.com.

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