



A division of  
Fallbrook  
Technologies

**MEDIA INFORMATION**  
FOR IMMEDIATE RELEASE

## **Torsten Warnecke Joins NuVinci® Cycling as Business Development Manager for the DACH Market**

**Company strengthens sales team to address growing opportunity in core market**

**AMSTERDAM, THE NETHERLANDS / CEDAR PARK, UNITED STATES** - August 25, 2017 - *NuVinci Cycling*, a division of Fallbrook Technologies, has added to its sales team by appointing Torsten Warnecke as its Business Development Manager for Germany, Austria, and Switzerland.

Torsten will report directly to Billy van den Ende, Sales Director at *NuVinci Cycling*. Responsibilities will include the management of existing OEM accounts as well as the development of new partnerships within the assigned market. With an international business degree and almost 10 years of industry experience across sectors such as automotive and renewable energy, Torsten brings highly relevant knowledge in customer acquisition and customer development management to the sales team. His affinity for cycling, including mountain bike and fixie riding further enables him to understand the market from both a professional and an end-consumer perspective.

"Over the last years I have observed incredible growth in traffic and health issues in urban areas. Bicycles are a great way to address this. Riding a NuVinci Optimized™ bicycle makes it easy and enjoyable for people to ride and focus on what is important - it takes away many of the roadblocks people connect with switching to riding a bike. I am excited to join the team and get more people on bikes," says Torsten.



He will join the *NuVinci Cycling* team at their booth A6 - 305 at the EUROBIKE 2017 Show.

## **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](http://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](http://www.fallbrooktech.com).

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