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**MEDIA
INFORMATION**

FOR IMMEDIATE PUBLICATION

NuVinci® Cycling Introduces New Retail Partnership Concept for DACH and BENELUX

– Experience Partner Program elevates cooperating bicycles stores by creating high-end consumer engagement –

AMSTERDAM, NETHERLANDS / CEDAR PARK, TEXAS – September 26, 2017 – *NuVinci Cycling*, a division of Fallbrook Technologies Inc., reveals its new “*NuVinci Cycling Experience Partner*” program with the purpose to drive the business of an exclusively selected group of retail partners in Germany, Austria, and Switzerland (DACH) and Belgium, the Netherlands, and Luxembourg (BENELUX). The program aims to achieve this through exclusive in-store technical and sales **education**, in-store and direct-to-consumer **marketing**, the creation of a peer-to-peer **community**, and the introduction of an advanced **service** process.

Competition within the retail bicycle space is continuously growing, and so are the expectations of consumers regarding their shopping experience. “Buying a bicycle is a highly emotional and engaging experience for most buyers. End-consumers expect an equally professional and pleasant purchasing experience in a bicycle store compared to other retail stores. Our stepless and automatic shifting solutions provide an unparalleled riding experience. Ideally, getting consumers to test ride a NuVinci Optimized™ bike will help create excitement and build the emotional connection between the rider and their bicycle,” explains Anne Guethoff, Marketing Director at *NuVinci Cycling*. The program helps bicycle retailers create and market new reasons for existing customers to visit their store and to attract new ones.

The 60 new Experience Partners were exclusively selected based on their commitment to sell a significant share of *NuVinci Optimized* models and a co-marketing partnership which includes in-store sales and direct-to-consumer marketing activities. The goal was also to achieve an even spread of partners across DACH and BENELUX. In the BENELUX region, all Experience Partners have already been selected and activated, while the roll out in the DACH region has just started. “In addition to enhancing the *NuVinci Cycling* brand, exchanging knowledge, and growing together, the Experience Partner

program creates an even deeper relationship between retailers and our company," summarizes Niels van der Steen, Retail Marketing Manager at *NuVinci Cycling*.

Marc Groven, the owner of iBike Antwerp, an established bicycle dealer, and now also a *NuVinci Cycling* Experience Partner, says "We are thrilled to be part of this new and unique partnership program. It creates added value for our store and our customers. Their technical and sales training plus the in-store and direct-to-consumer marketing were important reasons for us to strengthen our partnership with *NuVinci Cycling* even more. The *NuVinci Optimized* products and the Experience Partner program ensures we are a highly differentiated store."

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 Cycling* products include the Nfinity™ and Harmony™ group sets, utilizing the latest versions of the transmissions and controllers. Products from *NuVinci Cycling* 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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