



A division of
Fallbrook
Technologies

MEDIA RELEASE

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NuVinci® Cycling Starts Direct-to-Consumer Marketing to Grow Brand and Awareness for NuVinci Optimized™ Models

Stepless and automatic shifting company kick-starts consumer media PR, social media and enhances point of sale support

AMSTERDAM, NETHERLANDS – July 14, 2017 – *NuVinci Cycling*, a division of Fallbrook Technologies Inc., known for its mission to move people better, has strengthened its end consumer marketing efforts both online and offline. The company aims to grow brand awareness for the unique NuVinci® technology and primarily support retailers in promoting and selling NuVinci Optimized™ models. Marketing efforts will focus on engaging consumers through public relations, social media, and point of sale (POS) materials.

"Marketing direct-to-consumers is the next step in the evolution of NuVinci Cycling. Up until now, we have been mainly a B2B brand. In the last years, our market share has grown significantly, and now is a critical time for us to engage directly with end-consumers. The unparalleled riding experience and unique benefits made possible with NuVinci technology are the reasons why consumers favor our products over others. Sharing our story across social media, PR and POS channels ensure that it becomes known to more riders which ultimately drives business for OEMs, dealers, and our company," says Anne Guethoff, Marketing Director NuVinci Cycling.

The company is currently reaching out to Dutch and German general interest media, explaining to the public how the stepless and automatic shifting systems enhance a cyclist's riding experience. A range of high-reach publications have already written about *NuVinci Cycling's* story, with more features expected for the rest of the season with publications including *Frankfurter Allgemeine Zeitung*, *fit for fun* and *Stern*.

Utilizing social media has been another important effort for engaging with end-consumers. The company will use Facebook not only to detail product benefits and features but also create an avenue for consumers to interact with the brand directly. Users can also expect to see a variety of *NuVinci Optimized* bike and eBike models featured each week to draw their attention, raise curiosity, and eventually pull them into retail stores.

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For both PR and social media, the main call to action message to end consumers is finding the closest retailer partner and test-riding a *NuVinci Optimized* bicycle.

At a retailer level, the new point-of-sale materials and promotions to be launched soon, will be instrumental in generating awareness and explaining products from *NuVinci Cycling*. POS kits containing banners, window stickers, brochures and more, are now available.

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 transmission (CVT) for bicycles have 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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Media Contacts

Anne Guethoff
Director of Marketing, NuVinci® Cycling
Fallbrook Technologies Inc.
anne.guethoff@nuvincicycling.com
Phone: + 49 160 9229 0159

Trammie Anderson
Director of Corporate Marketing
Fallbrook Technologies Inc.
trammie.anderson@fallbrooktech.com
Phone: 512-519-5194