



FOR IMMEDIATE RELEASE

**Fallbrook Technologies Inc. Continues Its NuVinci® European Expansion with
New Headquarters Location in The Netherlands
-- Facility Will Also Include a New Service Center --**

CEDAR PARK, Texas, and ZWOLLE, NL, 18 March 2014 – In recent months, Fallbrook Technologies Inc. (Fallbrook), U.S.-based inventor and manufacturer of the NuVinci® continuously variable planetary (CVP) technology, has significantly expanded its European operations. Fallbrook has added a Director – European Sales, new sales managers for the German-speaking market, and promoted an existing sales representative to be the sales manager for Benelux. In addition, the NuVinci team has added a marketing manager for Europe and retained a new lead creative marketing agency, “The Line,” based in the Netherlands. The marketing agency will help support a NuVinci Experience Center marketing program that provides the opportunity to field-test eBikes equipped with the NuVinci Harmony™ intelligent auto-shifting system. Harmony incorporates the NuVinci N360™ continuously variable planetary bicycle transmission.

Today, Fallbrook announced that to facilitate and enhance coordination and service operations, it has established a new European headquarters in Zwolle, the Netherlands. Fallbrook Technologies International Co. was previously located in Aalsmeer, but European activities were managed from multiple locations in Germany and the Netherlands. “Zwolle fits our needs perfectly as a place from which to centralize and coordinate all European operations,” said David Hancock, Executive Vice President – Product Business Units. “It’s only 1.25 hours from Amsterdam by car and provides easy access to Germany. We’ll have an excellent infrastructure to serve all European customers.” Roland ten Brinke, Director – European Sales, will be located in Zwolle, along with several other staff members. The new Zwolle location will soon also include a new service center.

At the same time, Chris Vasiliotis, Director of Product Management and Support, has been promoted to manage both product management and service. He will now serve in a dual role, managing the new service center and customer support operations and continuing in his role as Director of Product Management. Hancock noted, “Chris is a key product development person who has been part of the team responsible for the development and evolution of our bicycle products. In this new role, he will be able to more easily verify that our future product development plans reflect what is important to our European customers. Also, with his in-depth knowledge of our products and prior support experience,” Hancock continued, “Chris will be able to assure the quality and timeliness of our service.”

Logistics processes and administrative processes will all now be coordinated from Zwolle. Future plans for NuVinci support in Europe at the Zwolle headquarters also include a training and demo center for dealers and industry partners.

- More -

The new address is:

Fallbrook Technologies International Co.

Popovstraat 12
8013 RK Zwolle (Netherlands)
europe@fallbrooktech.com

The current EU-Service Center is still operational at:

NuVinci Europe Service Center

Schulstrasse 5
53520 Winnerath (Germany)
eu-service@nuvinci.com
+ 49 2695 9310 580 (Deutsch & English) / + 31 20 2629 929 (Nederlands)

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About Fallbrook Technologies

Fallbrook's *NuVinci* continuously variable planetary (CVP) technology can improve the performance and efficiency of machines that use a transmission, including bicycles, electric vehicles, automobiles, off-highway vehicles, stationary equipment, wind turbines and others. The *NuVinci* technology is Transforming Gears into Spheres™ by using a set of rotating balls between the input and output components of a transmission. Tilting the balls changes their contact diameters and varies the speed ratio. Compared to other continuously variable transmission technologies, the *NuVinci* technology is less complex, scales and packages more easily, costs less to manufacture, and facilitates achieving optimum performance.

The *N360* continuously variable bicycle drivetrain and the *Harmony* automatic electronic shifting system, which utilizes the *N360*, are Fallbrook's current commercially available products for the bicycle industry. Since their introduction, Fallbrook's cycling products have become a standard component on more than 60 major bicycle brands throughout Europe. Outside of cycling, the *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. Fallbrook's *NuVinci* CVP technology is now being developed for commercialization in several other applications. For example, major automotive transmission suppliers have licensed *NuVinci* technology for the development of automotive class drivetrains, and a market-leading supplier has licensed the technology and is developing *NuVinci* CVP transmissions for electric and gasoline light vehicle applications. *NuVinci* CVP technology can be configured to replace multiple planetary gears, providing dramatic performance improvement in a smaller package and at a lower cost. Fallbrook has built an extensive portfolio of over 600 patents and patent applications worldwide. For more information, visit www.fallbrooktech.com

Contacts:

Media Contact, Europe

Daniel Bley
Marketing Manager, Europe - Fallbrook Technologies
daniel.bley@fallbrooktech.com
Tel: +49 178 8500 115

Media Contact International

Cori McCormick
Director of Marketing - Fallbrook Technologies
cmccormick@fallbrooktech.com
Tel: +1 512 519-5344

Sales Contact, Europe

Roland ten Brinke
European Sales Director, Bicycle Division
rtenBrinke@fallbrooktech.com
Tel: +31 6 302 191 97