



## PRESS RELEASE

FOR RELEASE ON: April 20, 2017

# Fallbrook Technologies Expands NuVinci® Technology Licensing Team

– Supports increasing interest in continuously variable planetary (CVP) transmission technology and the distinctive *NuVinci* Community ecosystem –

**CEDAR PARK, TEXAS** – April 20, 2017 – Fallbrook Technologies Inc. (Fallbrook), the inventor of the *NuVinci* continuously variable planetary (CVP) transmission technology, today announced an expansion of the business development and licensing team focused on significantly increasing its technology licensing activities.

Fallbrook currently licenses the *NuVinci* technology to major firms in the automotive industry including Allison Transmission, Continental, Dana Incorporated, and TEAM Industries. These licensees have successfully tested *NuVinci* technology and currently have applications in various stages of commercial development. Each licensee is a member of the *NuVinci* Community, a support ecosystem that can enhance the technology and facilitate commercialization. Fallbrook itself has successfully commercialized *NuVinci Optimized™* bicycle transmission systems, which are available on over 100 bicycle models.

“*NuVinci* is a platform technology replacing gears with spheres,” said Sharon O’Leary, Fallbrook’s president and COO. “*NuVinci* CVP technology can scale across a wide range of applications of various sizes,” O’Leary continued, “there are many potential applications that we are exploring with partners across varying industries. Furthermore, the number of inquiries is increasing. This new group will be able to respond more efficiently to these inquiries and accelerate our licensing activities.”

Fallbrook’s expansion includes new leadership for the business development and licensing team. Aaron Shagrin, vice president of licensing and business development and Scott McBroom, director of licensing and business development, both, joined Fallbrook in January 2017. Shagrin has over 20 years of experience guiding hardware and software products from concept through execution and launch, as well as inbound and outbound Intellectual Property licensing. McBroom has been involved with *NuVinci* technology since 2006 and has



Aaron Shagrin, VP of  
Licensing and Business  
Development



Scott McBroom, Director  
of Licensing and Business  
Development

extensive engineering, business development, and management experience. They will close opportunities in the pipeline, source and transact new licensing deals and provide account management for existing customers to help them realize the full business potential of the technology and the *NuVinci* Community. Additional biographical information about Shagrin and McBroom is available at [www.fallbrooktech.com/about](http://www.fallbrooktech.com/about).

“Fallbrook has a unique licensing model and ecosystem,” says Shagrin. “*NuVinci* technology licensees share enhancements and exchange information within the *NuVinci* Community. It adds to the value of the technology and permits accelerated product development. Companies who wish to create new products or enhance existing ones using *NuVinci* technology can move quickly from concept to commercial implementation. The community also provides ways to facilitate manufacturing to help meet cost targets and satisfy other requirements.”

### **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).

###

### **Media Contact**

Trammie Anderson  
Director of Corporate Marketing  
Fallbrook Technologies  
[trammie.anderson@fallbrooktech.com](mailto:trammie.anderson@fallbrooktech.com)  
Phone: 512-519-5194