



Fallbrook Technologies - Press Release

NuVinci Sales Team Announces Prominent New Hire

AALSMEER (NL) – 09 September 2013 – Fallbrook’s European NuVinci® sales team has hired Roland ten Brinke as its new Sales Director – Europe. With responsibility for the coordination and control of sales activities throughout Europe, ten Brinke’s goals include expanding sales and market share of *NuVinci* products in the Germanic and Benelux regions. Ten Brinke reports to Jack Brandsen, *NuVinci*’s Vice President Sales – Europe.

As the former managing director of Dutch brand Fast Forward Wheels, ten Brinke is well known within the bicycle industry. He started his career in 2001 with SRAM, and while there held multiple positions of increasing responsibility, including the role of Sales Manager, Europe. In this role, he was responsible for aftermarket sales to European SRAM distributors. In 2008, ten Brinke moved to Fast Forward Wheels as Co-Owner and General Manager and helped the Dutch wheel manufacturer secure a solid market position.

“After several successful years with SRAM and Fast Forward, time has come for a new challenge,” ten Brinke said. “*NuVinci* is already very well established in Germany, but I see great potential to increase the market share. This also includes the opportunity to grow revenues in neighboring countries, such as Austria, Switzerland, and the Benelux.”

Brandsen was delighted about the prominent new hire: “With Roland ten Brinke, we have someone who has excellent market and industry knowledge, knows its processes and structures, and has made an outstanding contribution in his past positions. We are convinced that he is the right person for the Sales Director position, and we look forward to his work with the *NuVinci* products.”

Ten Brinke’s first appearance with his new team was at this year’s Eurobike. He can be reached at rtenBrinke@fallbrooktech.com or by telephone at +31 63 021 9197.

About Fallbrook Technologies Inc.

Fallbrook’s *NuVinci* continuously variable planetary (CVP) technology improves the performance and efficiency of machines that use a transmission, including bicycles, electric vehicles, automobiles, agricultural equipment, wind turbines and others. 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 latest innovation is the Harmony™ automatic shifting system for bicycles, which generates a totally new and efficient e-bike riding experience.

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Fallbrook has built an extensive portfolio of over 500 patents and patent applications worldwide. The company intends to continue its research and development activities to enhance the performance and capabilities of *NuVinci* technology. For more information, visit: www.fallbrooktech.com.

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