



The Moving Standard.

## Media Information

For immediate release

### **enviolo Appoints Avelino Rivera as Business Development Manager for Bike Share Programs Globally**

Division further commits to rapidly growing market

**AMSTERDAM, NETHERLANDS / CEDAR PARK, TEXAS** – January 29, 2018 – With its goal to be the 'The Moving Standard' for bikes and e-bikes today, enviolo (previously NuVinci® Cycling), a division of Fallbrook Technologies Inc., expanded the role of Avelino Rivera, Business Development Manager for North America, with new responsibilities focused on bike share programs globally. In his role, Avelino will be in charge of supporting existing and new bike share customers in delivering an unparalleled cycling experience by using NuVinci Optimized™ stepless and automatic shifting solutions.

Having joined the company in 2005 as an engineering technician, then moving into a customer support role, and finally an account management role, Avelino Rivera has a great understanding of market and customer needs. In 2016, Avelino began working with a US bike share company, Motivate, where he gained important insights from bike share operators and their members, which shaped the developments of enviolo's commercial group set. In Motivate's San Francisco program alone, where enviolo's commercial groupsets is featured in 100% of the FordGoBike fleet, riders have used bikes for more than 6 million kilometers since the launch in Summer 2017. *NuVinci Optimized* bikes can already be found in bike share programs around the world including New York, Zurich, Wiesbaden, and Oslo.

*“In the 12 years working at enviolo, I've never seen a better opportunity for enhancing cycling with NuVinci Optimized products than bike share. We bring great advantages to bike share operators including differentiating their offering from the competition and lowering the overall lifecycle cost of bike share models. Bike sharing is definitely good for the whole industry and helps cultivating new cycling enthusiasts for the lifestyle and the sport.”*

For additional information on enviolo's bike share offering, please contact [arivera@enviolo.com](mailto:arivera@enviolo.com).



**Avelino Rivera**  
Business Development Manager  
Global Bike Share Program



The Moving Standard.

### **About enviolo**

enviolo is “The Moving Standard” for bicycles and e-bikes today. With our stepless and automatic shifting products incorporating the revolutionary NuVinci® technology, we elevate your riding experience and make it simpler, more fun, safer, and healthier. Riding a bike with enviolo’s stepless or automatic shifting solution means concentrating less on changing gears and more on what’s important, for example: traffic, road hazards, passengers, or enjoying the beauty of your surroundings.

enviolo’s stepless and automatic shifting benefits are now available in five different group sets. All group sets consist of a NuVinci Optimized™ transmission and controller, specifically designed for their use cases: city, trekking, sportive, cargo, and commercial. enviolo is a division of Fallbrook Technologies Inc. and has been operating under the name “NuVinci® Cycling” up until December 2017. The enviolo head office is located in Amsterdam, The Netherlands. For more information, please visit [www.enviolo.com](http://www.enviolo.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](http://www.fallbrooktech.com).

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