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## MEDIA INFORMATION

FOR IMMEDIATE RELEASE

# NuVinci® Cycling Retail Training Series MY2018 - Locations Filling Up Fast

**MY2018 training workshops follow the success of initial series with locations in Germany, Austria, Switzerland, The Netherlands, and Belgium nearly booked out**

**AMSTERDAM, NETHERLANDS / CEDAR PARK, TEXAS** – October 13, 2017 – After opening registrations for its MY2018 retailer training workshops only a month ago, *NuVinci Cycling*, a division of Fallbrook Technologies, received great initial feedback from retailers who value the increased amount of sessions. As a result, many locations across Germany, Austria, Switzerland, The Netherlands, and Belgium are nearly full.

Additional sessions for locations including Stuttgart, Bern, Salzburg and Eindhoven, have now been added to meet the growing demand and can be booked here:

[www.nuvincicycling.com/dealertraining](http://www.nuvincicycling.com/dealertraining).

The workshop curriculum features an introductory - level A - and an advanced - level B - training that covers NuVinci Optimized™ products, technical problem solving, plus marketing, sales, and service support, available for the upcoming season. Retailers can join level B after participating in a level A or MY2017 workshop. *“Our goal is to equip retailers with the knowledge, confidence, and tools they require to easily and successfully sell and service NuVinci Optimized bicycles,”* says Niels van der Steen, Retail Marketing Manager at NuVinci Cycling.

After fully integrating our Harmony H | Sync™ system into the COBI smartphone-based cockpit technology, we are working on further enabling this partnership. Therefore, each location will also feature a COBI workshop.

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## **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](http://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](http://www.fallbrooktech.com).

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