



FOR IMMEDIATE RELEASE

**Fallbrook Technologies Invests Further in Growing Sales of NuVinci®  
Continuously Variable Planetary (CVP) Technology in North America**  
- Announces New Chief Accelerator of Sales and BD for Bike North America -

CEDAR PARK, Texas, February 6, 2014 – Based on the growing popularity of the *NuVinci* N360™ drivetrain and the increasing popularity of e-Bikes in North America, Fallbrook Technologies (Fallbrook)—inventor of the *NuVinci* continuously variable planetary (CVP) technology—is investing further in the North America cycling market by engaging Rick Soberanis as its Chief Accelerator of Sales and Business Development for Bike North America. Soberanis started working with the *NuVinci* Bicycle Division in this new role as of February 2, 2014.

Soberanis is an accomplished sales, marketing, and business development executive with more than 25 years of proven results in high-profile strategic leadership roles with Fortune 500 companies such as Kraft Foods, Levi Strauss, and Nautilus. In these roles, he maintained a key leadership role in important new business expansions, notably the introduction of the Schwinn Fitness and the Bowflex brands into the sporting goods market. Soberanis also founded Accelerator Business Solutions (ABS), a sales and marketing firm that focuses on providing strategic leadership to emerging brands poised for expansion. At ABS, he continued to follow his passion for building performance brands, developing the North American multi-channel business expansion strategy for Li-Ning Sports, China's leading performance footwear, apparel, and equipment brand.

Fallbrook's cycling products are a standard component on more than 60 major bicycle brands throughout Europe, and Fallbrook recently added three positions in the European market to support its solid growth there. In North America, the *NuVinci* N360 is distributed through independent bicycle shops, online retailers, and REI, a \$2 billion national multichannel retailer. In his new role with Fallbrook, Soberanis will be working with REI and the other current distributors, as well as focusing on additional distribution channels and OEM relationships for both Fallbrook's *NuVinci* N360 drivetrain and its *Harmony* auto-shifting system.

"*NuVinci* sales are already poised for steady increases in North America," said David Hancock, Fallbrook's Executive Vice President responsible for the Bicycle Division. "Rick's valuable background in category and channel management, combined with his attentiveness to customer needs, make him a strong addition to our North America Bike team."

"I look forward to representing *NuVinci* bicycle products in the North American market," noted Soberanis. "Both the N360 drivetrain and auto-shifting *Harmony* system offer consumers a superior cycling experience, and I believe the market potential here is tremendous."

Soberanis will operate from Portland, OR, where he resides.

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### **About Fallbrook Technologies**

Fallbrook's *NuVinci* continuously variable planetary (CVP) technology improves 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 current 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 <http://www.fallbrooktech.com>.

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