



FOR IMMEDIATE RELEASE

**Fallbrook Technologies, Inc. Invests in Further Growth of NuVinci®  
Continuously Variable Planetary (CVP) Technology in Europe**

- New Year Starts with Extended Staff Structure and Strategic Marketing Projects -

CEDAR PARK, Texas, January 16, 2014 – Based on strong market response to the *NuVinci* N360™ and Harmony™ product lines, Fallbrook Technologies, Inc. (Fallbrook)—inventor of the *NuVinci* continuously variable planetary (CVP) technology—is continuing its European expansion. In today's global bike market, consumers are requiring ever-increasing functionality and an improved experience, and OEMs and Fallbrook are responding. Based on this demand, Fallbrook has added two new positions in Europe: Sales Manager of Northern Germany and Marketing Manager, Europe. In addition, Lennart van Houwelingen, previously Sales Representative, Netherlands, has been promoted to Sales Manager, Benelux, thereby expanding support in the region. An additional sales position, located in Southern Germany, will be announced in the near future.

Filling the two newly added positions are Ralf Brendemühl (Sales Manager, Northern Germany) and Daniel Bley (Marketing Manager, Europe).

Ralf Brendemühl has significant experience in the cycling industry. Most recently, he served as Sales Representative for Bico Zweirad Marketing GmbH and previously worked with Rose, Specialized, and Bergamont. "I have closely followed the development of *NuVinci* technology during my past business activities," noted Brendemühl. "Now I'm looking forward to further supporting and establishing the position of *NuVinci* products in the market." Brendemühl lives near Hamburg, Germany, and this will facilitate his servicing of OEM partners and dealers in Northern Germany.

Daniel Bley is also an industry veteran. He previously worked for more than seven years with the German bicycle brand Canyon, where he started Canyon's marketing department and headed up their global marketing efforts. "I am delighted to be working within the industry that I know so well, and especially pleased to be working with Fallbrook because of its innovations in the area of consumer experience," said Bley. Bley will be responsible for managing marketing programs in Europe. Bley will operate from his hometown of Bonn, Germany.

"Adding two experienced industry professionals is our response to the growing demand for *NuVinci* technology—the N360 bicycle drivetrain and the *Harmony* automatic electronic shifting system," stated David Hancock, Fallbrook's Executive Vice President responsible for the Bicycle Division. "Consumers and OEMs throughout the European bicycling community are making it clear that the smooth shifting and comfort of the *NuVinci* technology are trends that will continue to grow in popularity. By Transforming Gears into Spheres,™ *NuVinci* technology is poised to change the future of shifting."

Bley will be present at the Velofollies event in Kortrijk, Belgium, January 17-19, 2014. Brendemühl can be contacted at [ralf.brendemuhl@fallbrooktech.com](mailto:ralf.brendemuhl@fallbrooktech.com) and Bley at [daniel.bley@fallbrooktech.com](mailto:daniel.bley@fallbrooktech.com).

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Van Houwelingen, now Sales Manager, Benelux, has worked for Fallbrook for three years. With more than 10 years in the bicycle industry, van Houwelingen previously worked for AGU B.V., and for a bicycle retailer in Breda. In his new role, he will now be able to add additional sales reach for Fallbrook in the Benelux region.

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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 utilizing the *N360* were Fallbrook's first commercially available products. 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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