

## **2012 Novara Gotham Bicycle with NuVinci® Transmission Now Available**

**— First Urban Bike to Combine Award-Winning, NuVinci N360™ Continuously Variable Drivetrain and Gates CenterTrack™ Belt Drive System —**

**SAN DIEGO, CA — (February 28, 2012)** – Fallbrook Technologies Inc. (Fallbrook) and Novara have announced that the 2012 Novara Gotham, the first urban bike to pair Fallbrook's continuously variable *NuVinci N360* transmission with the Gates Carbon Drive CenterTrack™ Belt Drive system, is now available. The *NuVinci N360* is the latest generation of Fallbrook's award-winning continuously variable planetary (CVP) transmission for bicycles.

With a simple twist of the wrist, the *NuVinci N360* transmission makes shifting REI's Novara Gotham as easy as adjusting the volume on the radio. Riders have an infinite choice of gearing between the highest and lowest ratios, a full 360% ratio range. The *NuVinci N360* makes riding even more enjoyable with seamless, continuous shifting (even under high pedal torque), without power interruptions, missed gears or dropped chains. The intuitive *NuVinci* shifter's feather touch is fun to use, easily increasing or decreasing pedaling exertion. The *NuVinci N360*'s hub is also maintenance free.

"We are very excited to work with REI and be featured on the Novara Gotham, an urban bicycle that combines our *NuVinci N360* transmission with Gates' *Carbon Drive System*. The combination of these two award winning technologies produces an even quieter, seamless and maintenance free drivetrain making cycling easier and more fun for a wider range of cyclists," said Geoff Petrangelo, sales and business development director for Fallbrook. "Our continued focus is to support and promote our partners like Novara and their models featuring the *NuVinci* technology."

"We are thrilled to introduce the first commuter bike combining *NuVinci's* drivetrain and Gates' belt drive," says Cyndi Mundhenk, Novara product line manager. This makes the Gotham one of the smoothest and quietest bicycles available for riding around town or commuting to work."

The Gates *Carbon Drive System* featured on the Gotham uses a carbon-reinforced belt instead of a chain, which is exceptionally long lasting, virtually maintenance free and nearly silent. The system requires no lubrication (no greasy chain to deal with) and comes with a full-length chainguard to prevent clothing from getting caught in the drive. The smooth riding Gotham features a double-buttressed chromoly frame with an easy-mount, semi step-through design. The Gotham also features — mechanical disc brakes for all weather stopping power; Basta headlight powered by a front hub generator; a battery-powered taillight that is motion- and photo-sensitive with battery indicator; a rear rack that is ready for cargo, quickly accepting panniers or trunk bag (sold separately); puncture-resistant Vittoria Randonneur tires; a comfortable Selle Royal saddle; mustache-style handlebars and ergonomic cork grips; polished fenders to keep road grime and water off riders and the bike; and a kickstand making storage/parking easy.

The Novara Gotham, priced at \$1,299, can be purchased online at <http://www.rei.com/product/825377/novara-gotham-bike-2012>, and shipped to any REI

location. The bike is also currently available at the following REI stores — Seattle, Wash.; Redmond, Wash.; Bloomington, MN; Concord, Calif.; Sacramento, Calif.; San Carlos, Calif.; San Francisco, Calif.; Mountain View, Calif.; Berkeley, Calif.; Santa Monica, Calif.; Tustin, Calif.; Anchorage, Alaska; Salt Lake City, Utah; Spokane, Wash.; Denver, Colo.; Boulder, Colo.; Perimeter, Ga.; Rockville, Md.; Portland, Ore.; Bailey's Crossroads, Va.; Dallas, Texas; Houston, Texas; Austin, Texas; and Soho, N.Y.

To learn more about the *NuVinci N360* drivetrain, visit [www.nuvinci.com](http://www.nuvinci.com).

### **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 has built an extensive portfolio of over 400 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](http://www.fallbrooktech.com)