

SRM CHOOSES NUVINCI® N360™ DRIVE SYSTEM FOR NEW GENERATION OF INDOOR BIKE TRAINER

— *Stronger, Quieter and With Wider, Continuously Variable Gear Ratio – The Perfect Solution for Sophisticated Training Sessions* —

AALSMEER/JÜLICH – January 25, 2012 – Fallbrook Technologies Inc. (Fallbrook) announced today that SRM, a leader in cycling training and measuring products, will equip its new SRM Indoor bike trainer with Fallbrook's *NuVinci N360* CVP transmission. The seamless shifting *N360* hub aims to give cyclists a more comfortable training feeling indoors and a more realistic cycling experience – with an optimum cadence, less noise and a wider, continuously variable gear ratio.

More than a classic “Spinning” bike

Classic “Spinning” bikes typically use only one gear with the rotation speed of the flywheel directly dependent on the cadence. Only at a high cadence can the flywheel turn fast (to create a flat terrain riding experience). Pedaling slowly means the flywheel also turns at low cadence (to create an uphill riding experience). SRM analyzed this problem and found a way to separate the flywheel speed from the cadence. How is that possible? With the seamless shifting *NuVinci N360* hub which will now be built into all SRM Indoor bike trainers. This continuously variable transmission has a wide ratio range enabling the fast rotation of the flywheel at low cadences as well as slow rotation at high cadences resulting in a much more realistic cycling experience.

Compared to conventional spinning bikes, SRM Indoor bike trainers always offer another main advantage: a freewheel. Most cyclists are used to freewheels because they ride standard bikes equipped with freewheels. At higher cadences, there will be no more “banking” of the crank as one knows it from normal spinning bikes (or track/fixed gear bikes).

Performance, durability, efficiency – pro-equipment which also fits for starters

The new Indoor bike trainer also combines a very strong magnetic brake with the wider continuously variable ratio range of the *NuVinci N360* hub which results in enormous brake power. In terms of numbers: a cadence of 40 rpm and a 53 chainring can create a maximum brake power of about 400 watts. With a cadence of 120 rpm and a 53 chainring one can reach a maximum brake power of about 1.400 watts. By mounting bigger chain rings and reducing the distance from the magnetic wing and the flywheel, one can raise the brake power at all cadence levels.



SRM Indoor trainer with *N360* hub

The maintenance-free magnetic brake and *NuVinci N360* hub are both controlled by grip shifters mounted at the handlebar. 40 incremental steps for the magnetic brake enable a

fine-tuned resistance setting, which is fast and exactly reproducible – perfect for interval training! All in all, it is the perfect training tool for professionals and amateurs (of essentially all sizes and weights)!

"The *NuVinci* CVP drivetrain combined with the magnetic brake allows you to regulate the brake power much more accurately. This combination when tested in 2011 proved to

increase the lifetime of the system. We are happy to offer a clearly improved Indoor bike trainer to the dealers and consumers now,” said Rudolf Schoberer from SRM Germany.

Jack Brandsen, *NuVinci* EU sales manager is also excited about the renewed partnership with SRM: “We have been dealing with SRM since the launch of our first N171™ hub. It is exciting that we now can work with SRM to integrate the N360 and to provide a solid solution for the indoor trainer market. SRM is an established company and their products are well known for their high durability and extensive testing – far beyond typical bicycle industry standards”.

The new SRM Indoor bike trainers will be available in more than 40 countries.

Additional information about the SRM product range can be found at <http://www.srm.de>.

About SRM

SRM – Schoberer Rad Messtechnik – was founded by engineer Ulrich Schoberer in 1986. The Jülich based company manufactures standard equipment for the world's leading professionals in cycling and triathlon. The SRM Training System as a reliable and indispensable training instrument is well known in cycling, and professional athletes from other sports, such as NHL hockey players, cross-country skiers and Formula One drivers have started using them as well. Visit www.srm.de for more information.

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's latest innovation is the Harmony™ automatic shifting system for bicycles, which generates a totally new and efficient e-bike riding experience.

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

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