



## FOR IMMEDIATE RELEASE

### Marketing Firm Hired to Further Enhance NuVinci® Presence in The Netherlands

AMSTERDAM (NL) / CEDAR PARK (TX, USA) – 18 November 2013 – Fallbrook Technologies Inc. (Fallbrook) today announced it has hired a marketing agency to further enhance the *NuVinci* presence in The Netherlands. The firm chosen for the assignment – The Line – has extensive experience in working with retailers and communicating brand attributes through multi-tier channels.

“We are delighted to be working with The Line – a company with a well-rounded expertise in all aspects of brand communications,” said Cori McCormick, Marketing Director for Fallbrook Technologies Inc. “The Line has a solid background with high-growth products like our *NuVinci* brand products, and we believe they will be a strong complement to the marketing and communications efforts we have underway in The Netherlands and the rest of Europe.”

“The Dutch market is a perfect fit for *NuVinci* technology because of the large commuting population,” added Jack Brandsen, Fallbrook’s Vice President for Sales, Europe. “The *NuVinci* technology is ideally suited for commuter bikes, due to its low maintenance, ease of shifting, and ability to keep the rider in the most comfortable gear.”

With the ever-increasing popularity and availability of *NuVinci* for pedal commuter bikes, and more recently for e-bikes (particularly with the Harmony™ auto-shifting system), Fallbrook understands that it is time to increase its presence in the Dutch market.

Based in 's-Hertogenbosch, in The Netherlands, The Line has experience in the bicycle industry, as well as with a client list from other industries that includes well-known brands.

#### 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, off-highway vehicles, stationary 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. The N360™ continuously variable bicycle transmission and the Harmony™ automatic shifting system utilizing the N360 are Fallbrook’s current commercially available products. Fallbrook’s *NuVinci* CVP technology is also being developed for commercialization in other vehicle classes, as major automotive transmission suppliers have licensed *NuVinci* technology for the development of automotive class drivetrains, and another 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 [www.fallbrooktech.com](http://www.fallbrooktech.com).

### **About The Line**

The Line is a full service advertising agency with a focus on retail advertising. It offers clients creative and effective solutions to underline the message clients want to convey to their customer(s). To contribute to their clients' success, The Line steps into the shoes of the customer in order to achieve the intended result.

The Line uses different media types to effectively convey the intended message to the audience. In addition, it increasingly uses cross-media campaigns, whereby the target group is facing the advertising message at several moments in the process. In order to lead in this area of advertising, The Line keeps a close eye on recent events in the market. In 2013, this led to the launch of EseeOnline. EseeOnline focuses on all digital communication involving Web, App & Touch technology, controlled from a single system. For more information, visit [www.the-line.nl](http://www.the-line.nl).

**The Line** – “Underlines your message”

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