

PRESS RELEASE Fallbrook 2012 – New Website

FOR IMMEDIATE RELEASE

New Fallbrook Technologies Inc. NuVinci® website goes online

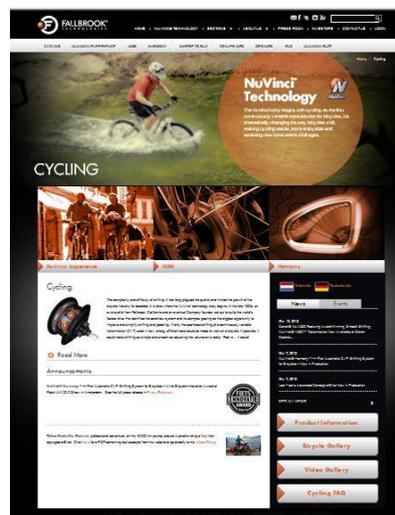
– Offers comprehensive, easier to navigate content for consumers, dealers and manufacturers –

SAN DIEGO – March 19, 2012 – Fallbrook Technologies Inc. (Fallbrook) today announced that its new and completely redesigned website www.fallbrooktech.com is now online. The important *NuVinci* bicycle section is featured and may also be reached via www.nuvinci.com. The new site offers consumers, dealers and bicycle manufacturers a more comprehensive, easier to navigate source for *NuVinci* related information. The Cycling Overview page is available in German and Dutch and in the product documentation and video gallery sections, users can specify a language in order to show only materials available in that language.

The award-winning N360™ bicycle drivetrain and the new *NuVinci* Harmony™ auto-shifting system are the first commercialized application of Fallbrook Technologies' patented *NuVinci* continuously variable planetary (CVP) transmission technology. In addition to the latest product, sales and service information, the site also provides a video section, called the *NuVinci* Experience, to describe the unique cycling experience with a seamless *NuVinci* continuously variable drivetrain

More comprehensive presentation of the Bike section

Fallbrook's bicycle division is a highly important area within the Company. To underline the commercial power of the *NuVinci* product family the new website lists an impressive gallery of bike brands and models currently available with *NuVinci* drivetrains.



Consumers can easily identify favourite brands and search for traditional pedal or e-Bike models. There are separate sections designed specifically for bicycle dealers and bicycle OEMs that will require secure access to information which is not intended for public viewing.

“One of our main goals – besides creating a fresh look, easier navigation and an improved user experience – was to better address the interests of consumers as well as those of our retail and manufacturing customers. Everyone has specific needs for information and those needs can now more easily be served”, commented Jack Brandsen, Director of Sales & Business Development - Europe.

“NuVinci Buzz” – global media reports and product tests now easier to find and follow

NuVinci Buzz presents the latest reviews from global media reports and product tests. It's also designed to work as forum for cyclists, dealers and OEMs to share their experience with *NuVinci*-equipped bikes.

Craving adventure??

Then click on the link to German adventurer, Maximilian Semsch's website to follow his 18,000 km epic journey around Australia on a Bosch, *NuVinci*-equipped e-Bike (<http://www.what-a-trip.de/english/general.php>).

Other Fallbrook Product Areas

In addition to the expanded Cycling section, the new website also showcases other potential applications of *NuVinci* technology for Automotive (cars, trucks, etc.) and Automotive Accessory units (air conditioner, alternator, supercharger, etc.) as well as for Energy and Power Management systems such as wind turbines and auxiliary power systems.

For more information, please visit the new website via www.fallbrooktech.com or www.nuvinci.com. It is possible to reach the Cycling Section directly by going to www.nuvinci.com/cycling.

NuVinci Contact:

Media Contact Europe

www.inmotionmar.com

Jens Weller

jens.weller@inmotionmar.com

Tel: +49 711 351 640 93

Media Contact International

Kim Merrill

kmerrill@fallbrooktech.com

Tel: +1 619-857-2782

Sales and Technical Contact Europe

Jack Brandsen

jbrandsen@fallbrooktech.com

Tel: +31 20 640 86000

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