

**FOR:** The Quell Group

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**FOR RELEASE**

**FALLBROOK TECHNOLOGIES RETAINS  
THE QUELL GROUP TO HELP LAUNCH ITS NUVINCI® TECHNOLOGY**

**TROY, Mich., July 14, 2009** — San Diego-based Fallbrook Technologies, a pioneering technology company dedicated to improving the performance and flexibility of transmissions for engine- and human-powered devices, has retained The Quell Group to help launch its patented NuVinci® continuously variable planetary (CVP) transmission technology to the automotive industry.

“Quell was instrumental in putting three new applications of our technology on the radar of automakers and tier-one suppliers,” said Bill Klehm, Fallbrook Technologies CEO. “We are now closing business deals directly resulting from the PR campaign Quell helped us organize and implement.”

Fallbrook’s *NuVinci* CVP is a power management system that uses a set of rotating and tilting spheres positioned between the input and output components of a transmission that tilt to vary the speed of the transmission.

A main focus for the company is the development of continuously variable accessory drives (CVADs) in three main areas: power at idle, fuel economy improvement and variable supercharging. All three applications help front-end accessories such as the alternator, air conditioning compressor and power steering pump run more efficiently by allowing them to operate in their optimal range, regardless of engine RPM.

Compared with traditional continuously variable transmissions, *NuVinci* technology means faster acceleration with better fuel economy; is less complex and more durable; and offers greater scalability.

Already in use in the bicycle and light-electric vehicle industries, Fallbrook’s *NuVinci* technology is suited for applications in major industries like automotive, agriculture and utility-class wind turbines.

As the Midwest's leading integrated brand communications firm, The Quell Group develops and integrates branding and market positioning strategies with marketing and public relations services to achieve organizational goals. Founded in 1994, the firm provides proprietary diagnostic tools to help companies *Unknot*, *Align* and *Market*<sup>™</sup> their value proposition. Quell also provides its clients with training; interactive and web; and event and design services. [quell.com](http://quell.com). Follow us on Twitter: [Twitter.com/thequellgroup](https://twitter.com/thequellgroup).

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