



For Immediate Release

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Number of Bike Models with Carbon Drive System™ to Double in 2011

More than 43 models from 23 brands now feature the clean and quiet belt drive from Gates, which is releasing a new component group for commuter bikes

(Denver, July 6, 2010) – The number of bike models equipped with the Gates Carbon Drive™ is expected to double in model year 2011, up from 43 in 2010, illustrating the growing popularity of the chain-replacing belt drive system among bike companies and consumers.

“The advantages of the Carbon Drive System are instantly obvious to anyone who rides it. It’s clean, quiet, light and strong,” says Todd Sellden, Director of Gates Carbon Drive Systems. “The fact you never have to lube it or worry about getting your hands or pants greasy is huge for commuters who pedal to work in nice clothes.”

Introduced to consumers in 2008 on four bike models (two each from Spot Brand and Nicolai), the number of models more than quadrupled, to 17, in 2009 when Trek, Sempel, Koga-Miyata, Co-Motion, Seven Cycles, MaXcycles, Schindelhauer, Santos and Fixie Inc introduced bikes with the Carbon Drive System.

The expansion continued in 2010, when the number of Carbon Drive bikes more than doubled, to 43, as companies including Globe, Norco, Raleigh, Avanti, MTBCycleTech, Civia, Tout Terrain, Tank, Bernds, Veloheld, Armor and Poison joined the chain-free revolution. For the 2011 model year, sales projections from Gates shows that the number of models will double again as bike brands expand their belt drive lineups and new brands introduce models with Carbon Drive.

Spot Brand has seven models featuring Gates Carbon Drive, while Sempel and Schindelhauer have five each. Trek has four belted models, while Norco has three. Increasingly popular in the United States, Carbon Drive is even bigger in Europe, where commuter bikes command a large market share. “Singlespeed mountain bikers were the early adopters, but now we see commuter bikes as the sweet spot of the market,” says

Frank Scurlock, Global Business Development Manager for Gates Carbon Drive Systems. “Paired with an internally geared hub, the Carbon Drive System makes it possible to create no-fuss, no-mess commuter bikes that can be ridden rain or shine.”

Hoping to grow the commuter bike category even more, Gates has just introduced a new component group called CDC. Available for 2011 model year bikes, CDC is a belt drive system designed specifically for transportation bikes and features a lower price. “You are going to see a lot of cool commuter bikes with CDC in the coming years,” Scurlock says. CDX is Gates’ other component group, and it is the premium choice for cyclists who demand the ultimate in performance.

Both CDX and CDC systems are available in a range of belt and sprocket sizes, including a new 115-tooth belt. To see the options, go to www.carbondrivesystems.com and click on “For Bike Makers.” For sales and support in North America, contact spardoe@gates.com, 303.278.3955. Carbon Drive components are also available through QBP (www.qbp.com) and BTI (www.bti-usa.com). In Europe, contact info@carbondrive.net. To watch the CarbonDriveU instructional videos, go to www.carbondrivesystems.com and click on “Training.” Media interested in testing a bike with the Carbon Drive System can contact paul@trueoverdrive.com

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