

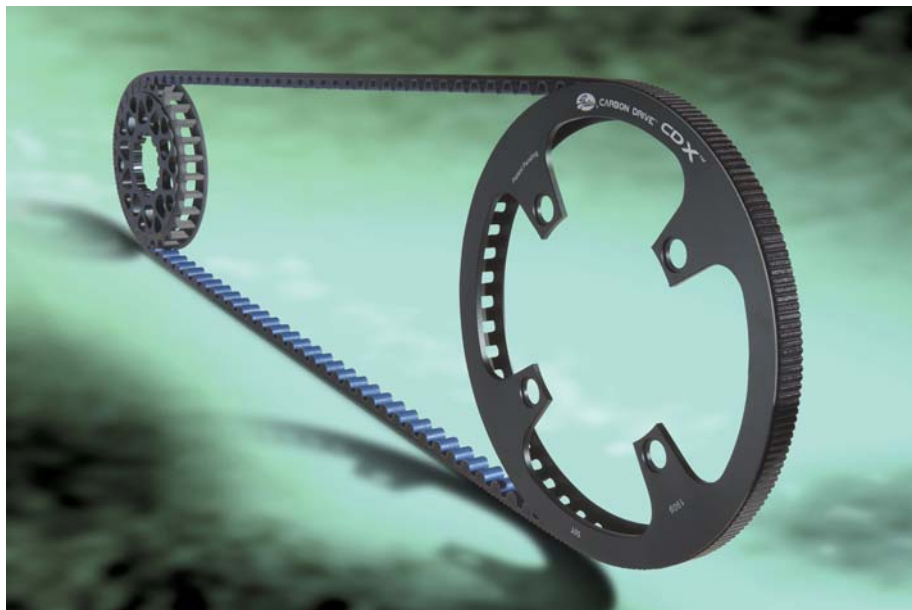


CARBON DRIVE™



Meet the Future of Bicycle Drive Trains: Clean, Quiet, Strong

Gates Carbon Drive™ is a revolutionary drive train that makes bicycling cleaner, quieter and easier. Carbon Drive consists of a strong, no-stretch belt embedded with carbon fiber cords and two lightweight sprockets that shed dirt and resist abrasion. Carbon Drive requires no lube and little maintenance. No more greasy hands and dirty pants. Due to its ease of use, Carbon Drive is a technology that can get more people on bikes. Visit tent **#D3119** at Outdoor Demo to experience the clean, quiet and strong revolution. Unchain yourself and get on it.



This press kit includes:

- Highlights of Outdoor Demo 2010, featuring the largest selection of belt drive bikes ever
- Trend report on growth of Carbon Drive
- Information about the new CDC commuter-specific components
- Images of new 2011 belt-drive bikes.
- Journalist resources and media contacts:
paul@trueoverdrive.com



Gates Carbon Drive™ Systems Offers its Biggest Belt-Drive Bike Fleet Ever at Outdoor Demo 2010: More Bikes, More Brands, More Chances to 'Get On It' and Ride

- 40 bikes from 20 brands
- Win a belt-drive bamboo 29er
- Beer from Oskar Blues brewery
- Tent **#D3119**

Gates Carbon Drive Systems will have its biggest-ever belt-drive bike fleet at Outdoor Demo 2010, providing dealers and journalists with the widest selection of Carbon Drive bikes ever presented in one place. The Gates tent (#D3119) will feature more than **30 bike models from at least 20 brands, with at least 40 bikes available** for trail and road rides.

Visitors to the Gates tent can enter a contest to **win a bamboo belt drive bike from Boo Cycles**. The September issue of *Bicycle Retailer* will have an insert card announcing the Boo giveaway. Attendees can bring the card to the Gates tent (**#D3119**) or stop by and fill out an entry form.

Enjoy a cold beer from Oskar Blues each afternoon and check out the eye-catching Carbon Drive concept bikes from Independent Fabrications, or ride the hardwood Renovo fixie.

Coinciding with Outdoor Demo, Gates is launching its "Get On It" campaign. The slogan will appear on large banners at the Gates tent and in ads on the *Bicycle Retailer and Industry News* website. Contact paul@trueoverdrive.com



Trend Report: Number of Bike Models with Carbon Drive System to Double in 2011

The number of bike models equipped with the Gates Carbon Drive™ is expected to double to at least 90 in model year 2011, highlighting a quiet trend in the bike industry. The growing popularity of Carbon Drive is due to the fact it makes bicycling easier and more practical for a wider range of consumers. “The advantages of the Carbon Drive System are instantly obvious when you ride it,” says Todd Selden, Global Director of Gates Carbon Drive Systems. “You never have to lube it or get grease on your hands. Just get on it and ride.”



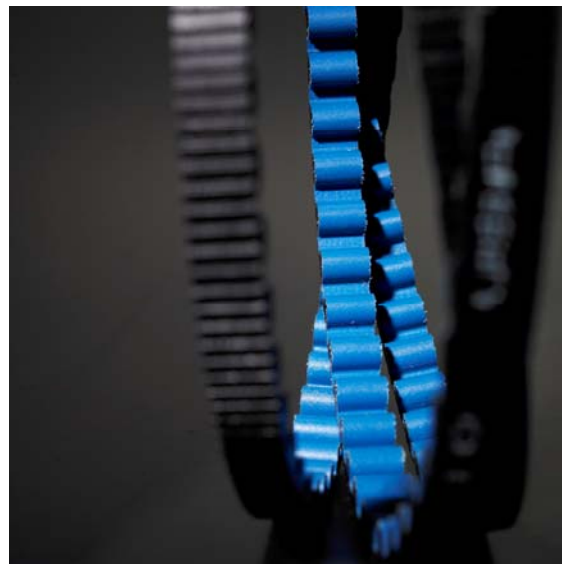
New for 2011: Norco Diamond singlespeed

Introduced on four 2008 bike models, the number of models more than quadrupled to 17 in 2009. The expansion continued in 2010, when the number of models grew to 43. For 2011, Gates expects to be on 90 models worldwide. Brands with Carbon Drive bikes include: Trek, Raleigh, Norco, Globe, Spot, Civia, Focus, Simpel, Schindelhauer, Koga-Miyata, Co-Motion, Seven Cycles, MaXcycles, Santos, Fixie Inc, Avanti, Nicolai, MTBCycleTech, Tout Terrain, Tank, Bernds, Veloheld, Armor, Poison, Independent Fabrications, Black Sheep, Dean, and more.



Gates Carbon Drive Systems Expands Product Line with New Commuter-Specific Component Group

Introduced for 2011, CDC is a new product from Gates Carbon Drive Systems that is aimed at the commuter and transportation category. Designed specifically for pavement bikes, CDC offers a lower price point than the premium component group, CDX. The goal of CDC is to widen the availability of practical and affordable belt-drive bikes.



"Commuter bikes are where we are seeing the biggest growth," 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."

Both CDX and CDC 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."

Gates CARBON DRIVE™



New for 2011: Raleigh XXIX singlespeed mountain bike.



New for 2011: Spot Sprawl 8-speed urban commuter.



New for 2011: Civia Kingfield commuter

Journalist Resources:

- Contact: Paul Tolme, 720.203.9430, paul@trueoverdrive.com
- Watch the CarbonDriveU instructional videos at www.carbondrivesystems.com/training or on YouTube at the Gates Carbon Drive channel: <http://www.youtube.com/GatesCarbonDrive>
- Check out the Carbon Drive blog to see who is riding and reviewing Carbon Drive bikes, www.blog.carbondrivesystems.com

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