



MEDIA RELEASE

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NuVinci® N360™ CVP Transmission Featured on The Buddy Bike - The Alternative Tandem Bicycle

Buddy Bike, LLC, the manufacturer of the Buddy Bike® - The Alternative Tandem Bicycle, has added Fallbrook Technologies Inc.'s infinitely variable NuVinci® N360™ transmission to its new bike model. Introduced in May 2011, Buddy Bike Family *Limited Edition* is based on the innovative Buddy Bike patented design that places the stoker in the front seat while the captain steers from the back. The majority of Buddy Bike customers are families with special needs children who are seeking adaptive and therapeutic cycling solutions.

Buddy Bike Family is designed to encourage novices, non-riders and special needs families to cycle. The addition of the *NuVinci N360* transmission to the Buddy Bike Family frame is a compliment to the bike model's novice-friendly features. Buddy Bike's Director of Marketing and Business Development, Shelley Patterson, says "Buddy Bike Family is developed with the goal of making it less daunting to new riders to encourage families to ride who might not otherwise consider it a possibility. We believe that the simplicity of the *NuVinci N360* will eliminate novice-rider fears over shifting and will allow parents to focus on a safe ride with their children. We've also introduced a new metallic bronze color to promote visibility and safe cycling."

The *NuVinci N360* makes shifting the Buddy Bike Family *Limited Edition* as simple as tuning a radio dial. With the *NuVinci N360*, riders have an infinite choice of smooth, stepless speeds over a full 360 percent range. It makes riding more enjoyable with seamless, continuous shifting (even under high pedal torque), without power interruptions, missed gears or dropped chains. The intuitive shifting dial's feather touch is fun to use, easily increasing or decreasing pedaling exertion. The NuVinci N360 is maintenance free and requires no adjustments.

For more information on Buddy Bike Family *Limited Edition* featuring the NuVinci N360 (MSRP \$2,025), other Buddy Bike models and to find the nearest Buddy Bike dealer, visit www.buddybike.com.

Buddy Bike, LLC is the manufacturer of an innovative in-line tandem bicycle that places the stoker in front. They strive to provide courteous and timely service to their customers while providing a quality product that will encourage more families to bicycle, especially families with special needs children who might otherwise never enjoy the thrill of riding a bicycle. For more information, pricing and detailed specs visit www.buddybike.com or call **786.489.BIKE (2453)**.