



Gates Carbon Drive™ Contest Offers More than \$11,000 in Cash and Prizes to Bike Builders at 2013 North American Handmade Bicycle Show

Five winners will be crowned in Belt Drive Bike Design Contest as Gates partners with Shimano and enters second year as official NAHBS sponsor

(DENVER, Oct. 9) – Custom bicycle builders will compete for \$11,250 in cash and prizes in the Gates Carbon Drive™ bike design contest at the 2013 North American Handmade Bicycle Show, Feb 22-24 in Denver.

“Custom bike builders are innovators and artists, and Gates appreciates the energy and excitement that they bring to the bicycle market,” says Todd Sellden, director of Gates Carbon Drive Systems. “The contest is our way to say thanks to those hard-working builders who are pushing the envelope of belt drive bike design.”

A panel of judges will choose the five most innovative and beautiful bicycles featuring Gates Carbon Drive. Each of the five winners will receive \$1,000 cash and five Carbon Drives for a total value of \$2,250. Contest bikes will be judged on their overall aesthetic appeal and technical factors such as their sliding dropouts, belt tensioning systems, frame splits and other belt-drive-specific designs. Bike builders must register for NAHBS to qualify. See the full contest rules and enter at www.gatescarbondrive.com/designcontest.

One of the five prizes will go to the best integration of Gates Carbon Drive with a Shimano Alfine internally geared hub. Carbon Drive combined with an Alfine hub has proven to be a winner with consumers and bike builders, with more production and custom bikes pairing the two technologies every year to create clean, smooth and low-maintenance transportation bicycles that are perfect for commuting and urban riding.

Gates introduced the Innovative Belt Drive Bike Design contest at NAHBS 2012 to great success, awarding \$8,750 in cash and prizes—plus one free Carbon Drive system to every entrant. For 2013, Gates will increase the prize pool and crown more winners. Better yet, nobody goes home empty handed: every qualified builder who enters a bike that meets the judging criteria and official rules will win a free Carbon Drive system.

Denver-based Gates Corporation is an official sponsor of NAHBS, an annual event that is the world's leading showcase for custom bicycles. Following a highly successful NAHBS 2012 in Sacramento the show moves to Gates' hometown, Denver, in 2013. The Gates booth will feature a showcase of beautiful

belt drive bikes, and product specialists will be on hand to answer questions from consumers and custom builders about the advantages of Carbon Drive versus chains.

For more information about NAHBS, visit www.2013.handmadebicycleshow.com

About Gates Carbon Drive

Consisting of two metal sprockets and a high-strength belt embedded with carbon fiber cords, Gates Carbon Drive™ is a low-maintenance, chain-replacing technology from Gates Corp., the global leader in automotive and industrial belts. Clean, quiet, light and strong, Carbon Drive requires no greasy lube, weighs less than a chain and will not stretch. Due to its low maintenance and cleanliness, Carbon Drive is a technology that can get more people on bikes. Visit www.gatescarbondrive.com

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