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Gates Releases New Web Videos to Educate Dealers, Bike Shop Mechanics and Sales Force about the Carbon Drive™ System

(Denver, April 28, 2010) Gates Corp., maker of the clean, quiet and sturdy Carbon Drive™ System, has launched CarbonDriveU--a series of web videos that explains the benefits of the chain-replacing technology and how to install and maintain it.

Aimed at educating dealers, mechanics and the bike shop sales force, CarbonDriveU provides a visually compelling, up-close look at the technology and the key steps and concepts for working on it.

"Carbon Drive has been a smashing success, but as a relatively new technology we feel it is important to give industry workers who are handling it a detailed look at the important procedures," says Todd Sellden, Technical Director for Carbon Drive Systems. "Carbon Drive is just as easy to work on as a chain drive, but it requires some new knowledge."

CarbonDriveU consists of five videos, which can be accessed by clicking on "Training" at www.carbondrivesystems.com Total viewing time is about 15 minutes. The first video, Introduction to Carbon Drive, provides an overview of the system, which consists of two sprockets and belt embedded with carbon fiber cords that provide high tensile strength.

The next four videos cover how to install, maintain, sell and integrate Carbon Drive with internally geared hubs. These are meant to be viewed by bike industry employees and require viewers to enter a username and password. After watching all five videos, viewers are asked to answer a series of multiple choice questions that help cement key information. Dealers who ace the quiz are eligible for prizes from Gates.

"These videos will help grow the popularity of Carbon Drive even more," says Frank Scurlock, Global Business Development Manager for Carbon Drive. "They are fun to watch as well as being educational."

CarbonDriveU was written and created by TRUE Communications, the public relations agency for Gates Carbon Drive. Journalists interested in learning more can contact TRUE at: paul@trueoverdrive.com

Carbon Drive's popularity has exploded in 2010. More than 30 bike companies now make models equipped with the system including Trek, Specialized, Norco, Raleigh, Spot, Co-Motion, Santos, Nicolai and others. For more information and to read about all the interesting new developments related to Carbon Drive, go to www.blog.carbondrivesystems.com

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