New Products
Forward Product Strategy
Why Gates Carbon Drive
Superior Supply Chain
Helping You Win
MY17 Products

Unit Volume vs. Bicycle Price

- CDN
- CDC
- CDX
MY17 Products

- **CDN**
  - Good Value
  - Urban City
  - CenterTrack

- **CDC**
  - Good Performance
  - eBikes Trekking Commuter
  - MudPort

- **CDX**
  - High Performance
  - eBikes Trekking Distance Commuter Mountain
  - CenterTrack
CDX:EXP  High Mileage Sprockets
Sprockets for Rohloff and Distance Trekking

Rear Rohloff Sprockets
  25% more wear surface
  19T, 20T, 22T, 24T

Front Sprockets
  25% more wear surface
  7000 series alloy
  39T, 46T, 50T – 104 BCD

Available now
Improved CDX Sprockets

- New symmetric design
- 10% lighter weight
- 10% more wear surface
- Improved integration with Gates S100, S150 and S300 cranks

Wider 5 mm interface for 9 spline to reduce wear on alloy freehub body

Available: May 2016
Shimano STEPS Assembly

In collaboration with Shimano
Supplied by Gates

50T, 55T, 60T sprockets
Afile, Nexus & Di2

Available Nov 2015
pending Shimano release
Limited Edition Carbon Drive Red

Continued for MY17

Extra POP for a premium or special edition model
CARBON DRIVE CDN

Navigating the urban network
MY17 Products

Carbon Fiber Engineered Elastomer
- CenterTrack - Exclusive to Gates
- 11mm pitch
- Made in Scotland

Crank Assembly
- Composite CenterTrack Sprocket
- Gates 5 bolt Crank

Rear Sprocket
- Steel CenterTrack
- SureFit hub
CenterTrack
  - Simplifies belt alignment
  - Improved dirt and snow shedding
  - Slim sprockets are easier to integrate

CDX and CDN are compatible & interchangeable
New S150 Crank Assemblies

For CDX and CDN Sprockets
Precision assembly for minimal runout
Smarter price point

Samples in December
Available in May

Integrates with Thun Vortex bottom brackets for pre-engineered belt lines
## Crank Summary

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Product Development Focus

Ebikes
Urban Bikes
Specialty Bikes
**Product Strategy**

**Ebikes**

**Strengths**
- Clean, Quiet and Durable

**Product Gaps**
- Durable, lower priced eBike sprockets
- Lower priced eBike freewheel
- Support expanding motor options
Urban Bikes

Strengths

- Broad product line
- Good match for geared hub value proposition
  - low maintenance, no grease

Product Gaps

- Durable, lower priced sprockets
- Sturmey Archer 5 & 8 speed hubs
**Product Strategy**

**Specialty Bikes:** Trekking, MTB, Cargo, BMX, Fat, Kids, Tandem, Folding bikes

**Strengths**
- Proven products for the toughest applications
- Broad product line

**Product Gaps**
- Backside idlers
- Direct mount sprockets
- Longer cargo belts
Why Gates

Started in 1911
Invented the v-belt in 1917
Today’s largest belt manufacturer
Why Gates

Gates and Two Wheels

1980
Harley Davidson
Gates Poly Chain

1986
Strida Bicycle
Gates PowerGrip

2008
Gates Carbon Drive
Why Gates

5 DAY STAGE RACE
TESTED PROVEN TRUSTED

Tested Proven Trusted

CARLOS VULGAMOTT
BRECK EPIC 5 DAY STAGE RACE
OVERALL SINGLE SPEED WINNER

GATES CARBON DRIVE
EXPERIENCE HAPPY HOUR
TWICE A DAY
Gates Carbon Drive Market Adoption

Bicycle Models in Production:
- 2008: 4
- 2009: 17
- 2010: 44
- 2011: 92
- 2012: 150
- 2013: 219
- 2014: 292
- 2015: 375

Bicycle Brands in Production:
- 2008: 2
- 2009: 11
- 2010: 24
- 2011: 54
- 2012: 67
- 2013: 77
- 2014: 90
- 2015: 127
Why Gates

Strong Partnerships

BAFANG
brose
BOSCH
KALKHOF
MPF
Panasonic
SHIMANO
STEPS
TranzX
inspiring your ride
YAMAHA
Global Technical Support

OE & Factory Engineering Support

Europe – Mühlhausen, Germany
US – Denver, Colorado
Asia – Taichung, Taiwan
Global Inventory

Europe – Mühlhausen, Germany
US – Poplar Bluff, Missouri
Asia – Taichung Harbor, Taiwan (bonded warehouse)
Market Support

Dealer Training

Media and Marketing Support

Social Media, Facebook, Blog
# Global Distribution Contact List

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Why Gates

Broadest Product Line
Developed specifically for bicycles
100 Year Perspective

Human Mobility is Changing

Bikes and eBikes
Why Gates

Future mobility

Carbon Belt

It takes racing-grade carbon composite belts engineered by Gates to harness our motor's torque. No other scooter on the market can deliver this kind of pure power on command.

Carbon belt by Gates CARBON DRIVE™

gogoro
A Winning Supply Chain

A Top Strategy
A Winning Supply Chain

Order & Delivery Side

Forecast planning
Regular ship dates for largest customers
Bonded TW Warehouse

In process
Larger European warehouse – Q1 2016
Electronic ordering system in Europe
Weekly supplier delivery report & corrective action

Rolling 12 month raw material forecast

In Process:

Europe sprocket production – Q1 2016

Taiwan Warehouse – Gates ERP (Oracle) upgrade – Q4 2015
A Winning Supply Chain

Never Done Improving

What are your improvement goals?
Gates - not a typical bicycle supplier

- 100 locations in 30 countries
- 14,000 global employees

Maturity, stability, quality, professionalism

Logos of various companies such as Polaris, Volvo, CAT, Toyota, Mercedes-Benz, Honda, Samsung, TRW, John Deere, Nissan, Hyundai, Harley-Davidson, and more.
Helping You Win!

Strategic partnership

Product collaboration to meet YOUR goals

Sample bike conversions to evaluate concepts (free)

Concept bike design service to accelerate time to market (€)
Business card = link to updated tech manuals and this presentation.
Thank you!