



Gates Carbon Drive™ Reaches out to Women with Videos that Highlight the Clean, Low-Maintenance Advantages of Belt Drive Bikes

Marketing initiative aimed at recruiting new cyclists seeking bikes they can jump on and ride, minus the grease

(Denver, March 26, 2012) – To encourage more women and non-cyclists to ride bicycles, Gates Carbon Drive™ has launched a “Get Belted” video campaign that highlights the clean and low-maintenance advantages of belt drive bikes.

The videos, which can be seen at the [Gates Carbon Drive channel](#) on YouTube, show the lifestyle benefits of riding a bike with Gates Carbon Drive. The first video, “High Maintenance Boyfriend,” pokes fun at the greasy mess of chains and features a female cyclist who comes home to find a trail of grime left by her filthy bike mechanic boyfriend.

The second video, “Built to Last,” highlights the longevity of belt drives (they typically last twice as long as chains) and shows a young mother taking her toddler, who transforms into an adolescent, for a spin in a tow-trailer.

The message: thanks to its cleanliness and longevity, Gates Carbon Drive makes cycling easier and more appealing. “Gates hopes to eliminate some of the barriers to cycling by helping to create low-maintenance bikes that people can just jump on and ride, with no pre-ride lube or work required,” says Frank Scurlock, global business development director for Gates Carbon Drive Systems.

“Belt drives offer distinct advantages for time-stressed people,” says Todd Sellden, global director of Gates Carbon Drive Systems. “We believe that Carbon Drive is a technology that can get more people riding bikes for health, fitness, and environmental benefits.”

Gates Carbon Drive Channel link to videos:

<http://www.youtube.com/playlist?list=PL423E7554CC9E768B&feature=plcp>

About Gates Carbon Drive

Consisting of a high-strength belt embedded with carbon fiber cords and two metal sprockets, 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 drive and will not stretch. Featured on bikes from Trek, Specialized, BMC, Scott, Focus and 60-plus brands, Carbon Drive has grown in popularity every year since its introduction in 2008 and will be spec'd on approximately 150 bike models worldwide in 2012, plus numerous custom belt drive bikes. Due to its low maintenance and ease of use, Carbon Drive is a technology that has the potential to get more people on bikes. Visit www.gatescarbondrive.com

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