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Gates Targets eBike and Bike Share, Adds Personnel and Expands Product Line

DENVER – Gates Industrial Corporation, maker of the Gates Carbon Drive™ belt system, will launch a suite of new products at the Eurobike trade show including a direct-mount crankset and eBike components for recently released Bosch and Shimano mid-drive motors. Gates has also created several new positions within its bicycle division to meet growing customer demand in two of Carbon Drive's most important market segments: electric mobility and share/fleet bikes.

“While the bicycle industry as a whole is experiencing soft growth, we continue to grow our product line to meet the needs of consumers and manufacturers in all of our main bicycle market segments: electric bikes, share bikes, pedal bikes and stationary fitness bikes,” says Todd Sellden, Global Director of Gates Carbon Drive. “In light of this fact, we have strategically realigned our business development strategy to more effectively target and serve each of these industry segments.”

eMobility

For the eBike market, Gates has hired industry veteran Zach Krapfl to fill the new position of Global eMobility Market Development Manager. Krapfl will oversee initiatives to collaborate with all the leading and emerging electric drive systems, working with product managers to implement best practices for eBike design, as well offering complete bike prototyping and technical design guidance. Krapfl's bike industry resume includes stints with Schwinn, GT and Cannondale, where he helped initiate Cannondale's electric vehicle initiative. In recent years he has worked as a consultant for Bosch, Felt and other brands. At Eurobike 2018, Gates and Krapfl will show new products for current and future Bosch and Shimano drive systems including sprockets, spider assemblies and belt guards.

“Adding Zach to the Carbon Drive team helps us move into a leadership position in the eMobility category,” Sellden says. “He is well known and well respected and has been involved in electric motor and battery integration in the bike industry for more than a decade.”

Krapfl adds: “We are working feverishly to keep up with the latest propulsion advances from Bosch, Shimano, Yamaha, Panasonic, Brose and other promising electric drive systems coming to market. We work hand-in-hand with eBike manufacturers from start to finish, from engineering and design to factory assembly, to ensure that Gates remains the premium drive solution for electric mobility.”

Bike Share

To continue its growth in the bike share market, Gates has hired veteran engineer Cathy Wilson as a Market Development Manager to oversee share bike development, best practices and sales. Wilson is a veteran engineer who previously worked in the Gates belt plant in



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Elizabethtown, Kentucky, and she was instrumental in developing the Gates Carbon Drive 11-millimeter pitch bicycle belts. “Creating this new position for Cathy Wilson will enable us to achieve even greater market penetration in the share bike space,” Sellden says. Gates Carbon Drive belts are currently used on share bikes deployed in Asia, North America and Europe. At Eurobike, Gates will show a new investment cast sprocket created for the bike share/fleet bike market that delivers high strength at a modest price point.

New Products

Gates will introduce a range of other new products at Eurobike:

- Integrated crank assemblies for both the CDX premium and CDN urban lines in silver or black with a matching aluminum guard included.
- S550 direct-mount cranks with modular beltline adjustability. The S550 adds a more modern, clean aesthetic and will come as a pre-assembled crankset for easy factory installation.
- New rear sprockets for Shimano internally geared hubs that create a standard “unified beltline” to simplify belt integration. The sprockets will mate with Shimano’s Nexus 8, Alfine 8 and 11, and Di2 electronic shifting hubs, plus the company’s Inter 5E hubs.
- A complete line of aluminum rear sprockets in seven sizes in Carbon Drive’s CDX:SL group for Pinion gearboxes.

Gates is also launching several new tools for mechanics and assembly factories:

- The Carbon Drive Professional Belt Tension Gauge.
- The Carbon Drive Professional Frame Alignment Tool, which is designed for assembly factories. This tool measures the relative alignment between the axis of the bottom bracket shell and the axis of the rear axles in both the vertical and horizontal planes, helping manufactures achieve the best alignment for maximum efficiency and smooth operation of the Gates belt drive.

A New Decade of Growth

Last year, Gates Carbon Drive celebrated its 10th anniversary. As Gates enters a new decade in the bicycle market, the Carbon Drive brand remains the market leader in bicycle belt drives with more than 500 OEMs worldwide using the system and more joining the belt drive revolution every year. This year, Gates is celebrating the milestone of putting belt drives on 1.5 million bikes.

Journalists, dealers and consumers are invited to visit Gates Carbon Drive at Eurobike, booth A2-201, where Gates will display a range of new bike models across all categories—electric, urban, BMX, mountain, touring and cargo. Gates is currently booking appointments with industry product managers. Contact us at carbondrive@gates.com.

About Gates Carbon Drive™



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Gates Carbon Drive™ is a belt drive technology that is moving bicycles forward through technological innovation that empowers individuals, businesses and communities to expand their mobility horizons. Carbon Drive is a product of Gates, a global manufacturer of power transmission solutions for a diverse range of industrial and consumer applications. Clean, light, fast and efficient, Gates Carbon Drive needs no grease and it will never rust or stretch, making it the ideal modern drivetrain for today's modern bicyclists.

About Gates Industrial Corporation plc

Gates is a global manufacturer of innovative, highly engineered power transmission and fluid power solutions. Gates offers a broad portfolio of products to diverse replacement channel customers, and to original equipment ("first-fit") manufacturers as specified components. Gates participates in many sectors of the industrial and consumer markets. Our products play essential roles in a diverse range of applications across a wide variety of end markets ranging from harsh and hazardous industries such as agriculture, construction, manufacturing and energy, to everyday consumer applications such as printers, power washers, automatic doors and vacuum cleaners and virtually every form of transportation. Our products are sold in 128 countries across our four commercial regions: the Americas; Europe, Middle East & Africa; Greater China; and East Asia & India.

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