



CARBON DRIVE™



NAHBS
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Gates Carbon Drive™ Enters Three-Year Sponsorship with North American Handmade Bicycle Show

Sponsorship includes Belt Drive Bike Design contest that will award \$8,750 in cash and prizes to builders who design the most innovative custom bikes with Carbon Drive

(Denver, Oct. 19, 2011) – Gates Corp., maker of the chain-replacing Gates Carbon Drive™ belt drive for bikes, has entered a three-year sponsorship with the North American Handmade Bicycle Show, an annual event that is the world's number one showcase for handmade custom bicycles. The sponsorship, which begins with the 2012 NAHBS next March 2-4 in Sacramento, is meant to support and spur growth in the booming custom bike building industry.

“Custom builders are the lifeblood of innovation and design in the bicycle industry, and Gates is pleased to partner with NAHBS to support entrepreneurs who are pushing the envelope of bike design and artistry,” says Frank Scurlock, director of global sales for Gates Carbon Drive. “We are excited to help promote this vibrant culture of domestic bike building.”

Started in 2005, the North American Handmade Bike Show has become one of the must-attend events in the bike industry, setting new attendance record year after year and drawing growing numbers of frame builders and fans of handmade bicycles.

“Since the Gates Carbon Drive technology made its debut at NAHBS in 2008, this exciting new technology has been creating more and more buzz, and we are delighted to welcome Gates to the NAHBS family with this significant partnership,” says Don Walker, president of NAHBS “Every year we see more and more beautiful belt-drive bikes on the show floor, and builders rave about these transmission systems.”

The sponsorship includes a new design contest at 2012 NAHBS. The Innovative Belt Drive Bike Design Contest will award \$8,750 in cash and prizes to qualified independent frame builders who create the most innovative bicycles with Gates Carbon Drive for display at the Sacramento show. The NAHBS website (www.2012.handmadebicycleshow.com) features a link to the contest rules and entry information.

Contest entries will be judged on their sliding dropouts, belt tensioning systems, frame splits and other design factors. First prize is \$5,000 in cash and prizes (\$2,500 cash, 10 Carbon Drives valued at \$2,500). Second prize is 10 Carbon Drives worth \$2,500. Third prize is five Carbon Drives worth \$1,250. Winning bikes will be displayed on the main awards stage on Saturday, March 3, and shown in the Gates booth on March 4. To see the official rules and enter go to www.gatescarbondrive.com/designcontest

“I enthusiastically embrace this Gates competition and am eager to see the creative energy it spurs at Sacramento next March,” Walker says.

About Gates Carbon Drive

Consisting of a high-strength belt embedded with carbon fiber cords and two pulleys, 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 64-plus brands, Carbon Drive has grown in popularity every year since its introduction in 2007 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 can get more people on bikes. Visit www.gatescarbondrive.com

About NAHBS

The North American Handmade Bicycle Show is the largest and most important gathering of custom bicycle builders in the world, showcasing the talents of individuals whose art form is the bicycle. NAHBS aims to be a meeting point for frame builders and consumers looking for custom-made bikes, for sharing ideas, and for promoting a special industry with a rich history dating to 1819. Since the first show in 2005, NAHBS has unified and galvanized the handmade bicycle industry and remains the most widely accessible gathering of frame builders. Visit <http://2012.handmadebicycleshow.com>

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