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Gates Global eCrimp App Leads a Host of Advances Across Hydraulics Product Range

LUXEMBOURG CITY, July 2020 -- Gates (NYSE: GATES), a leading global provider of fluid power and power transmission solutions, recently added a universal mobile app to its ever-expanding, ever-improving range of hydraulics solutions. The eCrimp™ app builds on a previous North America-focused version, adding global capability, automatic updates and new functionality to assist fluid power customers across a wide variety of industries, applications and geographic regions.

This smartphone version of the eCrimp app offers a host of new features and benefits:

- Global capabilities – Select region to see local products
- Save favourites – Quick access to most used assemblies
- Live crimp specs – Automatic updates when connected to WIFI
- Offline functionality – Content is available regardless of connectivity
- Data on new products – Refreshed via automatic updates
- Dynamic search capability – Flexible ways to find your solution
- Product image library – Product images validate selections
- Copy and email specs - Easy sharing and communication

"Intelligent innovation is central to the way we do business at Gates, and Safe Hydraulics activities are always a priority, regardless of who you are or where you are located," said Tom Pitstick, Gates CMO and senior vice president of Product Line Management. "The eCrimp app is the latest example of Gates listening to our customers, analysing data from the field and the lab, and synthesizing that information to further improve our market-leading portfolio of fluid power solutions. The app and our other new hydraulics products are a result of our commitment to engineering innovation."

Highlighting the importance of needing to easily communicate crimp specifications to customers, Gates recently introduced innovative, industry-leading hydraulics products, including MegaSys™ MXG™ 4K, MXT™ and Multi Master™ GMV™, which all offer lighter weight, lower force to bend, multi-specification coverage (for reduced inventory requirements) and market-leading performance. Gates also substantially expanded its hydraulics product offering, adding the PRO™ Series line for standard-duty applications to complement the existing MegSys line for high-power, high-pressure applications.

"Simply put," added Pitstick, "we are driving new technology into our portfolio. With the eCrimp app, and a significant increase in the number of new product introductions in general, we demonstrate our ability to drive continuous product innovation."

The Gates eCrimp app is available now for free download. Look for the black icon in the iOS App Store or Android Play Store.



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About Gates

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. Gates 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. Gates products are sold in 128 countries across four commercial regions: the Americas; Europe, Middle East and Africa; Greater China; and East Asia and India. More about Gates can be found at www.gates.com.

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Media Contact:

Alida Lentini

Alida.Lentini@gates.com

+352 228 229 114