



FOR IMMEDIATE RELEASE

ZERO MOTORCYCLES TO SET WORLD RECORD FOR 24 HOUR ALL-ELECTRIC VEHICLE ENDURANCE RACE

- Innovative Santa Cruz Company Races into History Books With
Never-Before Attempted Event -

SANTA CRUZ, Calif. (March XX, 2009) – Zero Motorcycles will make history again the weekend of April 4-5, when they host the *Zero Motorcycles' 24 Hours of Electricross*. The event will be the first international endurance competition for off-road all-electric vehicles and is a landmark moment in the electric vehicle industry. Teams from across the United States and around the world have signed on to be a part of making history and for a chance to be included in the **Guinness World Records**.

“This event is pulling together an incredibly diverse group of people from around the world. Everyone from lifelong motorcyclists to environmentally-conscience trend setters are fielding teams. Some are traveling thousands of miles at their own expense for this opportunity to make motorcycle history,” said Neal Saiki, inventor and founder, Zero Motorcycles.

Created by company founder, entrepreneur and former NASA engineer Neal Saiki, the *Zero Motorcycles' 24 Hours of Electricross* will take place in the heart of the Silicon Valley at the 408MX Motocross Track in San Jose, California. Given the grueling nature of this 24-hour endurance race, the limits of competitor's skills and their electric vehicles will be tested as they battle it out for a chance at setting a Guinness World Record. The event is designed to spark competitive innovation in electric vehicles everywhere.

Zero Motorcycles is the next step in motorcycle evolution and represents the ultimate electric motorcycle technology. Unencumbered by conventional thinking about how they design, manufacture, and sell high performance electric motorcycles, they are on a mission to turn heads and revolutionize their industry by combining the best aspects of a traditional motorcycle, with today's most advanced technology. The result is an electric motorcycle line that's insanely fast, and environmentally friendly.

Collaborative efforts between Zero Motorcycles, Blue Ribbon Coalition, California State and Private Parks and numerous industry sponsors have made this seminal event possible.

Event Sponsors: Hi-Ball Energy Drink, Fox Racing, Alpinestars, We All Ride Motorcycle Shop, Scotts Valley RV, Custom Culinary Concepts, Watchwear.com

For more information about the “24 Hours of Electricross”, please visit <http://www.zeromotorcycles.com/electricross/>.

You can find out more about the Zero X and general information on Zero Motorcycles' website, <http://www.zeromotorcycles.com>.

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