

**FEATURED PUBLISHED WORK**

**NEW YORK TIMES WHEELS 2010** Video exclusive for TTXGP electric motorcycle road race  
**ROAD RACING WORLD 2010** Video exclusive for TTXGP electric motorcycle road race  
**USA TODAY 2010** Feature regarding Governor Schwarzenegger  
**AUTOBLOG GREEN 2009 & 2010** Multiple product & event features with heavy coverage  
**WIRED MAGAZINE 2009 & 2010** Multiple product & event features  
**MOTORCYCLE.COM 2009 & 2010** Multiple product & event features  
**CYCLEWORLD 2009 & 2010** Multiple product features & multiple event features  
**BBC BUSINESS 2009** Featured product  
**BEST OF BUSINESS CARD DESIGN 8 2008** by Sibley / Petet Design

**AWARDS**

**ACADEMY OF ART UNIVERSITY, 2006** Featured Alumna for achievements attained after completion of BFA Graphic Design Program  
**CHRONICLE BOOKS, 2004** Awarded the Spring 2005 Fellowship

**CREATIVE DIRECTION**

Worked extensively in developing and creating brands, campaigns, brand and advertising and concepts, and product launches. Worked on projects from start-to-finish both as an individual contributor and as manager/director, building teams when needed. Provided art direction both on and off-site for video production crews, and photography crews. Directed and managed photographers, photo retouchers, videographers, video editors, talent, graphic designers, production artists, copy editors, event coordinators, assistants, web designers, front-end developers, and engineers. Managed budgets and contracts with vendors, as well as managed logistics for all of video and photoshoots, as well as events.

**INSTRUCTOR**

**ACADEMY OF ART UNIVERSITY, 06.2007–06.2008** Taught in the undergraduate and graduate graphic design programs focusing in typography, concept development, Adobe Creative Suite training, and graphic design fundamentals.

**EDUCATION: BFA**

**WEST VALLEY COLLEGE, 2010–Current** Pursuing a Bachelors Degree in Business: Marketing  
**ACADEMY OF ART UNIVERSITY, 2000–2004** San Francisco, California. BFA Graphic Design  
**SAN FRANCISCO CENTER FOR THE BOOK, 2005** Letterpress Certification  
**LICEO CLASSICO, 1998–1999** Rieti, Italy. Studies in Italian language, Italian literature, & Latin language

**TECHNICAL SKILLS**

Expert in Adobe Master Creative Suite through CS4, Mac OS through current version, Extensis applications, Microsoft Office through 2008, Fireworks, Dreamweaver, limited HTML and CSS.

**BOARD POSITIONS**

**AIGA (AMERICAN INSTITUTE OF GRAPHIC ARTISTS), SAN FRANCISCO CHAPTER, 2007–2008** Educational Co-Chair.

**EXPERIENCE****ZERO MOTORCYCLES, INC.****CREATIVE DIRECTOR****01.2009–06.2010**

## BRANDING AND MARKETING COMMUNICATIONS

Created the face of Zero Motorcycles, Inc., responsible for all visual communications, including visual brand messaging and complete corporate identity development and application. Participated in the development of overall brand positioning and messaging. Responsible for the development of the concept “Discover” and its relationship with regards to Zero Motorcycle’s brand, which was then used in the tagline “Discover the Experience.”

Responsible for development, direction, production, and implementation of all photography, retouching, film/videography, editing, graphic design, and design production. Includes product promotional materials, celebrity and politician endorsements, full length races, brand documentary, etc.

Responsible for all corporate and product printed, web and digital collateral—including brochures, newsletters, forms, manuals, sales promotions, events promotions, financing partnerships and incentives—for both the US and International. Includes idea development, staffing, design development, production, and printing.

## PRODUCT LAUNCHES

Responsible for producing all visual materials for product launches under extremely tight deadlines. Participated in 5 product launches, including four individual product launches and one global, full-line product launch, which was the first of any electric vehicle manufacturer.

## BRANDING AND PRODUCT MARKETING

Implementation of the visual branding throughout the products and product marketing including developing the visual aesthetics (creating the look of the products/graphics packages for the motorcycles), and communications devices on and relating to the products.

## SOCIAL MEDIA

Responsible for all social media including managing the corporate Facebook, Twitter, Youtube accounts, and having simultaneous accounts to create more buzz.

## STRATEGIC PARTNERING &amp; ALLIANCES

Participated in creating strategic partnerships and alliances with AlpineStars, Redbull, Bell Helmets, Etnies, and the Outdoor Channel.

## PUBLIC RELATIONS

Development and creation of unique content and exclusives for USA Today, the New York Times, the BBC, Wired Magazine, Motorcycles.com, Road Racing World, etc. Handled all on-site media requests, interviews, press contacts and questions at TTXGP Round 1 at Infineon Raceway.

## EVENTS

Responsible for all environmental graphics: development, creation, production. Responsible for all event logistics for TTXGP road-race at Infineon Raceway in May of 2010.

## ADVERTISING

Creation of media campaigns for specific online and mobile publications to drive web traffic and increase awareness and conversion on the ZeroMotorcycles.com website.

## ENGINEERING

Responsible for all graphic engineering materials including stickers, labels, instructions, user manuals, and mechanical files. Responsible for finding and working with vendors.

## WEB MARKETING

Responsible for creating visual materials for all promotions, campaigns, web advertising, and e-mail newsletters, as well as participating in the overall look of the website.



**ZERO MOTORCYCLES, INC.**  
**RACE TEAM MANAGER / EVENT MANAGER**  
**2010**

Race team manager for electric super bike race team, consisting of 11 team members, two riders, and two bikes, and with one team winning the first all electric road course race which was held at Infineon Raceway. Responsible for look of all race uniforms, rider leathers, motorcycle visual aesthetics, paint and graphics. Responsible for event coordination for sales booth and race team for the first round of the TTXGP at Infineon Raceway.

**SAN FRANCISCO ZOO**  
**GRAPHIC DESIGNER**  
**01.2008–06.2008**

Graphic Designer for the in-house design team. Responsible for the creation of visual identities and design materials for all upcoming and new developmental events: Night Tours, Zoofest for Kids, SF Zoo Golf Tournament, SF Zoo Heritage Tree Grove, Fur Ball, Leap Year. Responsible for children's activity books and photography for Zoo Animal ID signs, and ZooViews. Assistance with baby penguin socializing.

**SIMAYOF JEWELERS/SARIT SIMAYOF**  
**CREATIVE DIRECTOR / GRAPHIC DESIGNER**  
**09.2005–08.2007**

Creative Director for in-house marketing. Responsible for the corporate branding for the company and sub-divisions, marketing materials, printed collateral, website, advertising, and product promotions. Responsible for re-branding of the company, creating and maintaining all brand standards, conceptual development of all design materials. Responsible for direction and development of graphic and production design, photographers, and photo retouchers.

**CHRONICLE BOOKS**  
**GRAPHIC DESIGN FELLOW**  
**01.2005–07.2005**

Awarded the Spring 2005 Fellowship in the Gift Division.  
 Completed projects for Pixar and The MET, as well as numerous other published works.

**CLIENT PROJECTS**

**SPORTS CAR CLUB OF AMERICA** SAN FRANCISCO REGION

**2001–Ongoing** San Francisco Region: Brand revitalization for a conservative volunteer organization of over 6,000 members. Developed print advertising for use in national media, and promotional materials.

**LOKI INTERPRETIVE GROUP** INTERPRETIVE PLANNING BASED IN ARCHEOLOGY AND ANTHROPOLOGY

**2007–2009** New brand development and implementation into print, marketing materials, trade-show materials and website.

**BAVARIAN MOTORSPORT** BRAND IDENTITY DEVELOPMENT FOR A BAY AREA BMW SHOP

**2008–2009** Development of a new brand identity and application in print, apparel, environmental graphics, and advertising.

**BMW CAR CLUB OF AMERICA** 12-48 PAGE MONTHLY MAGAZINE

**2008** Creative development and revitalization of the BMW Club, Golden Gate Chapter publication: *The Bombe*.



**LUMENIS, INC.**, MEDICAL LASERS IN SURGICAL, OPHTHALMIC AND AESTHETIC APPLICATIONS

**2008–2009** Contract Project Manager, Art Director and Graphic Designer. Responsible for rebranding of the Surgical business unit, creating and maintaining all brand standards, conceptual development of all design materials including print, advertising, and the website.

**TERRAPASS** DEDICATED TO REDUCING OUR CARBON FOOTPRINTS

**2007–2008** Development of new promotional web pages and print pieces, including advertising, web graphics and landing pages for Yahoo! Green.

**WILDCARE MARIN**

**2007–2008** Creative development of new web site.

**PRIORI SKIN CARE** BIOENGINEERED SKIN CARE: SUPERCEUTICALS, COSMECEUTICALS, NATURECEUTICALS

**2007–2008** Creative development and production for a variety of project and materials including product packaging, collateral, branding, trade show exhibits, promotional pieces, marketing pieces.

**TRUE COSMETICS, LLC.** HIGH END ANTI-AGING SKIN CARE SYSTEMS AND COSMETICS

**2007–2008** Creative development and production for a variety of project and materials including product packaging, collateral, branding, trade show exhibits, promotional pieces, marketing pieces.

**KUDO, INC.** SOCIAL NETWORKING START-UP COMPANY

**2008** Creative Direction, responsible for developing the visual brand, creating and maintaining all brand standards, conceptual development of all design materials. Work with front and back end engineers to implement web and interactive design. Hiring other creative professionals. Responsible for all marketing, print, and web materials.

**CONCERRO** PROFESSIONALS IN THE HEALTH CARE STAFFING INDUSTRY

**2008** Creative development and production for an educational health care staffing book.

**VIVANISTA** SOCIAL NETWORKING FOR THE AFFLUENT

**2007–2008** New brand development and implementation into the Vivanista website, printed collateral, advertising, and environmental graphics.

**AFFICHÉ DESIGN**

**2005** Creative development of various visual identities, and various book designs.

**CHRONICLE BOOKS**

**2005–2006** Creative development and production for the *Legacy of the Puppy Deluxe Notecard Set*, *Bride and Groom Cookbook*, *Hula Honeys Notebooks*, *Little Herb Gardens*, *Genius Decks*, *City Walks Decks*, *Leading Men*, *Leading Women*, and the *Bad Girls Guide* series.

**PROVISTA**, PREMIERE HIGH-END LANDSCAPING SERVICE IN SARATOGA, CA

**2004** Corporate Identity and design development for an innovative, high-end landscaping.

**KIDS'N CARS**

**2001** Corporate Identity and design development for a non-profit organization specializing in awareness and information design.



IT IS SIMPLE



## CASE STUDY: ZERO MOTORCYCLES 2010 PRODUCT LAUNCH

*I developed the "Discovery" launch concept between September and December 2009. The idea came from my personal experiences and interactions with individuals who heard about the product and would demo the product. I started to see consistencies in reactions when people would conclude their demo ride.*

### INTRODUCTION

In 2009 Zero Motorcycles released one refreshed product, and three completely new products. For 2010, a full-line, global product launch of the Zero S, Zero DS, Zero MX Extreme & Zero MX Sport, Zero X Extreme & Zero X Sport was planned for early March. This is the first full light product launch performed by any electric vehicle manufacturer.

The only changes to the 2010 product line were engineering enhancements—which allowed the products to perform to the previously announced 2009 specifications, and the 2009 product were not ever able to meet—and the addition of graphics packages: changing the color of the bikes from white to being multi-colored, more dynamic, and the addition of product logos. Thus the entire public launch was based on creating and releasing new product imagery and video.

### TAGLINE

Discover the Experience.

### PROJECT TIMELINE

December 9th, 2009–March 3rd, 2010.

### BUDGET

Studio Photography and retouching for six products \$6,000

Location and Action Photography and retouching for six products \$15,000

Video b-roll and editing \$13,000

*Four product b-roll videos and 12 marketing promotional videos*

Vehicle wraps \$8,000

JULIEGRANTZ@GMAIL.COM

415.350.5146



## CASE STUDY: ZERO MOTORCYCLES 2010 PRODUCT LAUNCH

*I created all eight of the bike graphic packages (wraps) and logos over a one week period from December 9-15th, 2009. I immediately created mechanical files and started working with vendors to have the wraps created over the Winter Holiday period. I also worked with the engineering department and purchasing department to have specific body work pieces painted and modified for the video and photoshoots.*

*I worked with one photographer and two assistants. Studio photography started on-site at Zero headquarters on Sunday, January 10th, and was completed on Tuesday January 12th. The location and action photography was done in Southern California in 7 locations over 8 days, with photography scouting occurring at the time of the shoot.*

*The video b-roll and two of the marketing promotional videos for the street legal products were shot over two days in San Diego and edited by the same production company that captured the footage. The additional video was shot entirely during the location photography shoots, and I edited that material. The b-roll video was used during a Satellite Media Tour the second week of March, and had over 11 million impressions*

*This day garnished the highest number of website conversions that Zero Motorcycles has experienced to date. Out of approximately 12,000 unique visitors on March 2, 2010, there were 412 conversions—visitors who signed-up for the Zero Motorcycles newsletter or requested a demo ride.*

### DELIVERABLES THAT WERE COMPLETED BY THE CREATIVE DIRECTOR

**PRODUCT DESIGN:** Designed and implemented new graphics packages for each product, including two different looks for the Zero S, Zero DS, and one look for the each individual dirt bike product: Zero MX Extreme, Zero MX Sport, Zero X Extreme, and Zero X Sport. The new look was created based on the product marketing messaging, and market research of the key demographics for each product.

**PHOTOGRAPHY:** Published a media library of over 160 press-quality retouched images, in multiple sizes for download, of which there were approximately 40 per product with 10 full bike studio images, 15 studio detail images, and 15 location and action images.

**VIDEO:** Published a media library of four b-roll videos—one per product—at between three to eight minutes per video, A DVD loop for the sales channel to download and use as promotional material, and 12 promotional marketing videos with running times between thirty seconds and two minutes.

**MEDIA LIBRARY:** The completed media library was made available to the entire sales channel and to all press for download.

**WEBSITE:** Developed and implement new or updated navigation, product pages, store images, landing pages, technology and brand pages, gallery images and video.

On March 1st the new website was uploaded to a staging area with the new visual material and translations. On March 2nd the website went live in all supported countries, the media library went live, four individual press releases went out—one for each product—as well as an additional press release that covered the key points regarding the overall global launch and its significance in the electric vehicle space. All press releases were released in all supported countries in their native languages.

IT IS SIMPLE



## CASE STUDY: ZERO MOTORCYCLES 2010 PRODUCT LAUNCH

*The CycleWorld mobile advertising campaign increased Zero Motorcycle's mobile web traffic by over 600% in one day.*

**ADVERTISING:** Created three flash and .gif based web advertising campaigns for Cycleworld.com. Develop the first mobile advertising campaign for Cycleworld on the Cycleworld iPhone application featuring Zero Motorcycles.

**PRINTED COLLATERAL:** Designed and printed a new 30 x 17 inch accordion fold poster brochure featuring all four products in five different languages.

**VEHICLES:** Developed and applied new fleet vehicle wraps to corporate vehicle haulers including two extended sprinter vans, and one 28 foot trailer. These vehicles wraps completed, and the vehicles were on-site at Daytona Bike Week on March 1st.

JULIEGRANTZ@GMAIL.COM

415.350.5146



## CASE STUDY: ZERO MOTORCYCLES SCHWARZENEGGER RIDES AGAIN

*The press conference took place at 11am on March 24th. Zero Motorcycles staff received notification of the press conference at 11 am on March 23rd, and confirmation of a time schedule change, pushing the press conference to be 3 hours earlier than anticipated at 3pm on March 23rd.*

*Images were released to USA Today, the New York Times, and additional publications and published on the online version of the publications within 30 minutes of the conclusion of the press conference.*

### INTRODUCTION

With less than 24 hours notice, Zero Motorcycles was invited to join California Governor Arnold Schwarzenegger for a press conference featuring the complete Zero product line. Zero Motorcycles was recognized for their contributions to the electric vehicle industry, technology innovation, and creating jobs in the state of California.

### PROJECT TIMELINE

March 24th, 2010 Press conference  
March 24-25th, 2010 Development and distribution of deliverables

### BUDGET

Photography \$1,500  
Video \$7,000

### DELIVERABLES THAT WERE COMPLETED BY THE CREATIVE DIRECTOR

**MEDIA IMAGES AND GALLERY IMAGES:** Four press images were retouched and released to the media by end of day on March 24th. Over 25 gallery images were completed and uploaded to the ZeroMotorcycles.com gallery.

**FULL LENGTH PRESS CONFERENCE VIDEO:** An eight minute edited video was completed by end of day March 24th, and uploaded to the corporate Youtube page and ZeroMotorcycles.com gallery on Friday, March 26th.

**TWO MINUTE HIGHLIGHT VIDEO:** A short, less than two minute, edited video containing the highlights with proper brand and product messaging was completed and uploaded to the corporate Youtube page and ZeroMotorcycles.com gallery by end of day, March 24th.

**WEBSITE UPDATES:** The homepage and gallery of ZeroMotorcycles.com were updated by end of day March 25th, with new Governor Arnold Schwarzenegger images.



## CASE STUDY: ZERO MOTORCYCLES MINI MOTO SUPERCROSS NATIONALS

### INTRODUCTION

Every year Zero Motorcycles participates in the Mini Moto Supercross Nationals in Las Vegas, Nevada. In the past this event has highlighted Zero Motorcycles during a half-time show along with another electric dirt-bike manufacturer, Quanta. In 2010, the event organizers decided to have the electric bikes compete against gas dirt bikes in a 150cc 16" wheel class. While Zero didn't take home first place, the electric bikes had a great showing, capturing 1st-5th place consecutively in the race, with Zero Motorcycles placing 2nd-5th.

### PROJECT TIMELINE

May 6-7th, 2010 Event

May 8-14th, 2010 Deliverable development and delivery

### BUDGET

Photography \$3,000

Video \$4,000

### DELIVERABLES THAT WERE COMPLETED BY THE CREATIVE DIRECTOR

**MEDIA IMAGES AND GALLERY IMAGES:** Eight press images were retouched and released to the media and included in the Zero Motorcycles website gallery by May 9th.

**SEBASTIEN TORTELLI INTERVIEW:** A two minute edited clip of Sebastien Tortelli—two time world motocross champion—promoting and racing the Zero MX, with proper brand and product messaging and visual representations of those messaging points. The final video was uploaded to the corporate Youtube page and ZeroMotorcycles.com gallery.

**TWO MINUTE HIGHLIGHT VIDEO:** A short, less than two minute, edited video containing the highlights with proper brand and product messaging was competed and uploaded to the corporate Youtube page and ZeroMotorcycles.com gallery.

**WEBSITE UPDATES:** A Sebastien Tortelli landing page was added to the ZeroMotorcycles.com website.



## CASE STUDY: ZERO MOTORCYCLES TTXGP: ROUND 1 INFINEON RACEWAY

### INTRODUCTION

Zero Motorcycles decided to participate in the first American electric super bike race which took place on May 16th, 2010 at Infineon Raceway in Sonoma, California. With two bikes competing, the Zero/Agni partnership with rider Shawn Higbee and the K Squared team run by Kenyon Kluge, and a vendor booth set up with on-site demos at Infineon Raceway, Zero Motorcycles had a huge track and event presence. Shawn Higbee, riding the Zero/Agni bike won the race, gathering a lot of media attention. Kenyon Kluge's production based bike and stellar finish received unexpected amount of fan and media attention.

### PROJECT TIMELINE

May 5-6, 2010 Thunderhill Testing Session and Media "Teaser" photoshoot  
 May 12-13, 2010 Infineon Testing Session, Event Set-Up  
 May 14-16, 2010 Race Weekend  
 May 17-28, Deliverable development and delivery

### BUDGET

Photography \$7000  
 Video \$7,500  
 Race Budget \$5,000  
 Vendor Booth Budget \$8000

### DELIVERABLES THAT WERE COMPLETED BY THE CREATIVE DIRECTOR

**EVENT COORDINATION AND LOGISTICS FOR RACE TEAM AND VENDOR BOOTH:** Responsible for all Zero Motorcycles event and race team logistics, schedules and coordination on-site with team members, Infineon Staff, AMA staff, TTXGP staff and other event staff, as well as getting team members to the event. Responsible for contracts and insurance.

**RACE TEAM MANAGEMENT:** Responsible for coordination, direction, and leadership for race team, consisting of 11 team members, two riders, and two bikes, and with one team winning the first all electric road race which was held at Infineon Raceway. Responsible for look of all race uniforms, leathers, visual aesthetics, paint and graphics of the race bikes.

**PUBLIC RELATIONS** Responsible for on-site and post event media requests, interview, inquiries, and coordination with Shawn Higbee and Kenyon Kluge for media requests. Provided all of the material for various exclusives with the New York Times and Road Racing World.

### EVENT DESIGN FOR THE VENDOR BOOTH, PIT AREA, AND UNIFORMS:

The design of the pit-area included a 44" trailer and four canopies all Zero Motorcycles branded, a Zero Motorcycles Sprinter Van, the two super bikes, pit bikes, timing and scoring boards, racer leathers, the pit team's uniforms, and other materials. The design of the vendor booth consisted of creating a demo bike area—the demos themselves were done around the property—and show-room area in a 40x20" covered area. The vendor booth area also included a motorhome and charging stations for the demo bikes.

*Given the tremendous presence that Zero Motorcycles at the track as well as the popularity of the brand, the riders, and the performance of the bikes, Zero Motorcycle's race team received a lot of press and media attention. Over 94 online articles published stories about the race, Shawn Higbee and Zero Motorcycles within 24 hours after the checkered flag waved.*



## CASE STUDY: ZERO MOTORCYCLES TTXGP: ROUND 1 INFINEON RACEWAY

*Working with the seasoned track photographers from Got Blue Milk made getting images sent out to the media extremely easy. These images were used in the New York Times, Motorcycle.com, Wired, Road Racing World, and others.*

*The very first video footage was offered to the New York Times as an exclusive. With the extremely vast audience of the NYTimes.com, this video received a lot of views and interest.*

*In the first 24 hours that the video was available, it received over 22,000 views. This is the most views that any Zero Motorcycles video has received in one 24 hour period. The video had distribution on Roadracingworld.com—who received the exclusive on the first race by a few hours—Wired.com, Autoblog Green, Asphalt and Rubber, and others.*

*A lot of attention was drawn to both the pit area and the vendor booth as each area had a TV showing this footage. The video added a lot of interest and credibility, giving viewers a true sense for the performance and experience of the electric super bikes on the track.*

*This was the first time that viewers could very clearly hear the sound of the electric super bikes on the racetrack, as there were no gas bikes on the track simultaneously.*

**WEBSITE UPDATES:** Updates were made to the homepage and gallery of ZeroMotorcycles.com. Landing pages were added for the TTXGP race and for each rider.

**MEDIA IMAGES AND GALLERY IMAGES:** 20 press images were retouched, completed and released to the media by end of day, Sunday May 16th. Over 80 gallery images were completed and included in the ZeroMotorcycles.com gallery and on the Shawn Higbee and Kenyon Kluge landing pages.

**NEW YORK TIMES TWO MINUTE HIGHLIGHT VIDEO EXCLUSIVE:** A short, less than two minute, edited video containing the highlights of the race with proper brand and product messaging was completed and submitted to the New York Times. The exclusive ran the following day in the Wheels Section.

**FULL LENGTH RACE VIDEO:** The full length race was edited with timing and scoring information, and official commentary. The full length race video was 46 minutes in length. Only an embed link was sent out to the media, and no traffic was directly routed to the hosting site to view the footage, due to the size and hosting location of the video.

**FULL LENGTH PRESS CONFERENCE VIDEO:** A 20 minute edited video of the post-race press-conference was completed and uploaded to the corporate Youtube page and ZeroMotorcycles.com gallery.

**INTERVIEW WITH RALPH SHEHEEN:** A short, two minute, edited video containing the highlights of the interview with company spokesperson, Ralph Sheheen was uploaded corporate Youtube page and ZeroMotorcycles.com gallery.

**INTERVIEW WITH SHAWN HIGBEE AND KENYON KLUGE:** A longer video of both riders containing the highlights with proper brand and product messaging, and their stories about the event including their experiences riding in the first electric superbike race was uploaded corporate Youtube page and ZeroMotorcycles.com gallery.

**ON-BIKE QUALIFYING VIDEO FOR BOTH TEAMS:** On-board footage was edited overnight with timing and scoring information to play both in the vendor booth and in the pit area over the race-weekend. It was later added to the ZeroMotorcycles.com gallery and corporate Youtube page.

**ON-BIKE PRACTICE VIDEO FOR BOTH TEAMS:** On-board footage was edited overnight with timing and scoring information to play both in the vendor booth and in the pit area over the race-weekend. It was later added to the ZeroMotorcycles.com gallery and corporate Youtube page.

**ON-BIKE TESTING VIDEO:** On-board footage of testing the electric bikes along side gas super bikes was edited overnight with timing and scoring information to play both in the vendor booth and in the pit area over the race-weekend. It was later added to the ZeroMotorcycles.com gallery and corporate Youtube page.