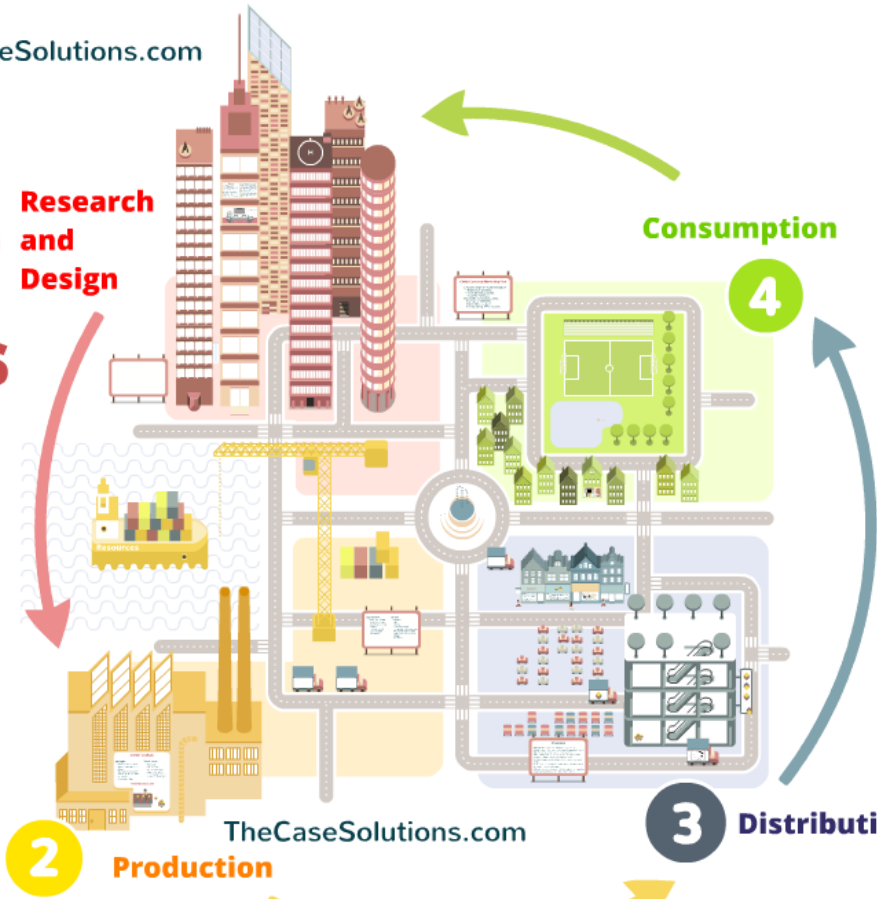


Zero Motorcycles

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1 Research and Design



Consumption

4

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2 Production

3 Distribution

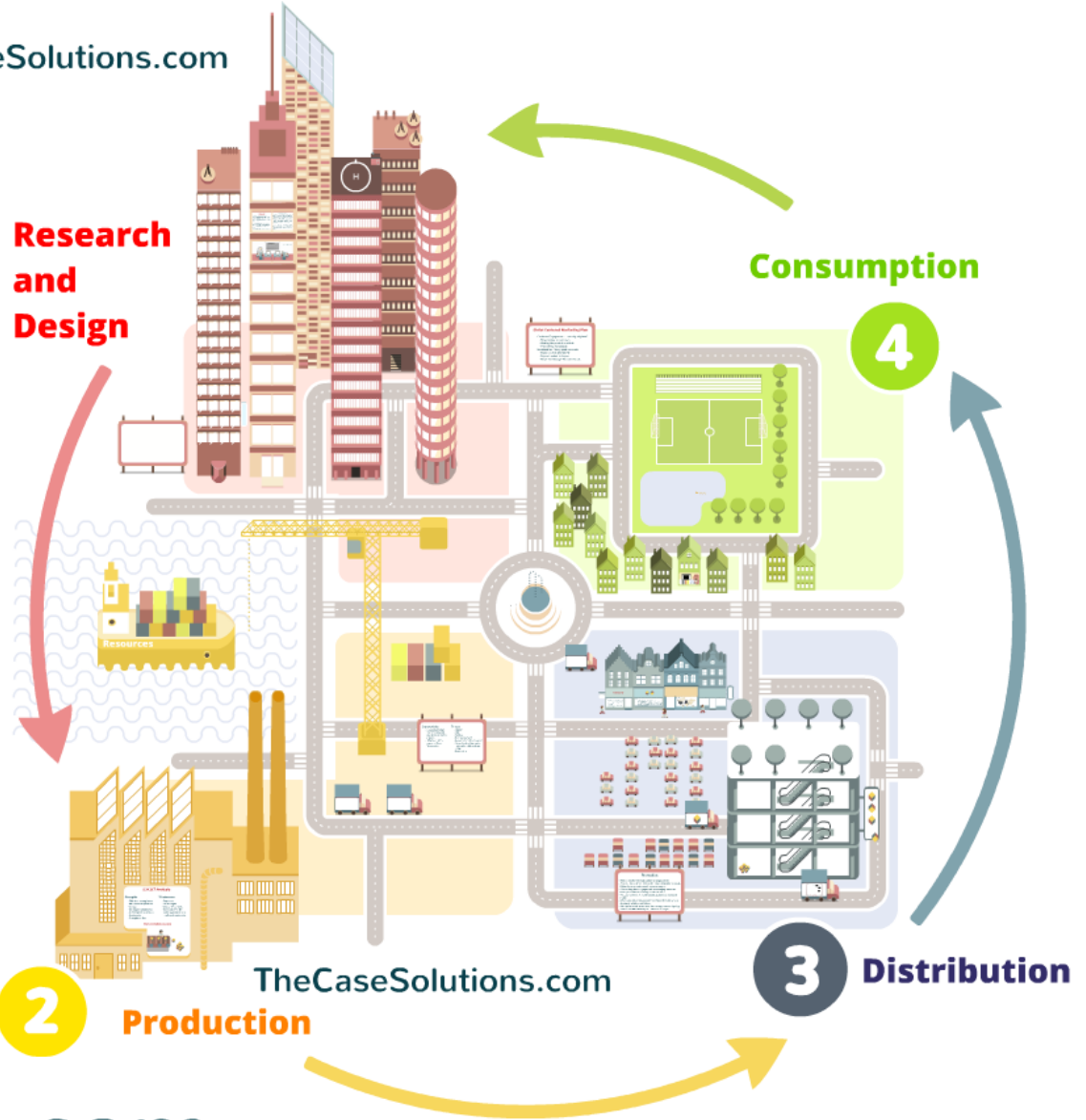
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Zero Motorcycles

1

Research and Design



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1

**Research
and
Design**

cles



History

Zero Motorcycles Inc. is an American manufacturer of electric motorcycles. Formerly called Electricross, it was started in 2006 near Santa Cruz, California in Scotts Valley by Neal Saiki, a former NASA engineer

The California Energy Commission gave Zero Motorcycles a \$1.8 million grant to quadruple its manufacturing capacity in California. Additional matching funding brings the total project allotment to more than \$3.6 million. TheCaseSolutions.com

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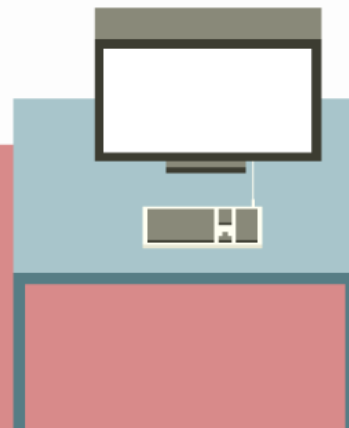
“This project offers a unique opportunity to keep the competitive advantage of California’s skilled labor force and create dozens of additional jobs during both the implementation and volume manufacturing stages of the project,” said Richard Walker, CEO of Zero Motorcycles. “This grant is a milestone for us because it allows Zero to dramatically increase the scale of our assembly line to meet customer demand.”

“This investment in Zero Motorcycles will help to put cleaner vehicles on the road, reduce petroleum use, improve our air quality and create jobs in California,” said the state's energy commissioner, Carla Peterman

Development



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1

**Research
and
Design**

cles





2

Production

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S.W.O.T Analysis

Strengths

- Elite team of engineers
- Multi-national presence
- No gas
- No engine maintenance
- Aircraft grade aluminum
- Sustainable
- Smartphone App

Weaknesses

- Expensive
- Quiet Engine
- Lighter Motorcycle
- Does not offer the same experience as a traditional motorcycle

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