 BUSINESS PROFILE

The ZBoard is the world’s first weight-sensing electric skateboard. To ride the ZBoard you simply lean forward to go and lean back to stop. The integrated weight-sensing footpads and electric motor allow you to control acceleration up to a top speed of 17 mph and a range of up to 5 or 10 miles, depending on model, and implements regenerative braking simply by shifting your weight backward.

Designed in Hermosa Beach, California by Intuitive Motion Inc., the ZBoard team is made up of mechanical engineers with a passion for skateboarding, snowboarding, and surfing. Team members come from backgrounds in Robotics and Product Design, and are trained in a wide variety of disciplines including CAD, CNC Machining, Computer Programming, and Electrical Engineering.

The idea for the ZBoard came to the Intuitive Motion team while brainstorming for their senior project at the University of Southern California. Tired of bikes getting stolen and having to push skateboards up hills and over Los Angeles’ notoriously uneven streets, their goal was clear: design a device that is faster and easier to ride than a skateboard, and more fun and portable than a bike.

That project turned into a 3 year development process that included rethinking how students and young professionals commute, and designing an electric skateboard from the ground up tailored to their daily needs.

The ZBoard is designed, built, and tested for quality in sunny California. Enjoy the ride!

**See More**:

[zboardshop.com](http://www.zboardshop.com)

[facebook.com/zboard](http://www.facebook.com/zboard)

[twitter.com/zboard](http://www.twitter.com/zboard)

[youtube.com/user/intuitivemotion](http://www.youtube.com/user/intuitivemotion)

**Media Inquiries**:

Ben Forman

ben@intuitivemotion.com