



email: kkluge@ksquaredracing.com



Overview

K Squared Racing is a team consisting of one primary rider, Kenyon Kluge who competes in a number of different racing disciplines. Some of the accolades for K Squared racing are, 2001 AFM 750 Production champion, ranked 15th in AMA Formula Xtreme 2002 championship, 4th in AFM 450 Superbike 2005 championship, 2008 US Cycling Sport Class National DH champion, 5th in the first US Electric Motorcycle Roadrace, TTXGP, and won the 2010 ReFuel race at Laguna Seca. Kenyon has been racing for 13 years and has also been an electrical engineer for the same amount of time. Kenyon worked for networking and microchip companies for most of these years but in 2008 he merged his two professions becoming an electrical engineer at Zero Motorcycles.



Electric Motorcycle racing allows Kenyon and K Squared Racing to race the product that he has been working on for the past two years. Zero Motorcycles is committed to sponsoring and supporting Kenyon and K Squared Racing for the 2011 season. The K Squared Racing motorcycle will be very similar to a production Zero S with some minor modifications for racing. The suspension and chassis setup will be provided by AfterShocks Suspension.

This opportunity offers the possibility to explore new technology that may work its way into the motorcycles that Kenyon designs on a daily basis. Racing breeds better technology, excellent camaraderie and pushes riders and engineers to their limits.

Kenyon will also be contesting a GSXR600 in the AFM 600 Production and 600 Superbike race categories. AFM will be holding 7 races in 2011 at 3 different venues, Infineon raceway Sonoma, Thunderhill raceway in Willows, and Buttonwillow raceway in Buttonwillow. The 600 classes are the most highly contested in the AFM with grids as large as 60 riders at some events. The racing is close and the fans come out to see all the top riders running nose to tail. This is really an exciting category to be racing in.

On the electric bike K Squared Racing intends to compete in as many North America events as possible. Schedules have not been posted yet but we anticipate competing with the FIM E-Power series as well as the TTXGP series. Both these events take place alongside large race events that saw fans in the 90 thousand and 30 thousand respectively.

We are looking for companies to provide the remaining ingredients it takes to keep a team of this caliber running smoothly and that want to be a part of this winning combination. Contributing organizations will enjoy being a part of a team that has a professional presence in the pits, in the motorcycling community, and throughout the industry.



Rider Profile



Name: Kenyon Kluge, 2001 AFM 750 Production Champion

AFM #: 96

AMA #: Superbike 198, SS 198

Age: 36

Date of birth: November 22, 1973

Birthplace: Los Angeles, CA

Height & weight: 5' 10"; 170 pounds

Hometown: Santa Cruz, California

Hobbies: Dirt biking, rock-climbing, mountain biking, and surfing

Race Bike: Suzuki GSXR 600, Zero Motorcycles S

AFM race classes: 600 Superbike, 600 Production

TTXGP Entrant

EPower Entrant

History and Goals

I was introduced to motorcycle racing in 1997. I got my license and competed in the last race of the AFM season. This was the beginning of the long road of learning and mastering the many aspects of road racing.

In 1998 thru 2000 I rode and managed a race team named Terminal Velocity Racing. As team captain I learned the necessary skills to both race and run a successful team. The three years I spent with Terminal Velocity Racing where invaluable. Since we pursued sponsorship as a team it also helped me to learn sponsor relations and team promotion.

In 2001 I started my second team, K² Racing, in the interest of changing my focus from running a team that helped out new racers to a team that won. With the focus on winning the goal for the 2001 season was to win the 750 Production championship in the AFM, but that turned out to be just a small part of what the season would bring. In the lead at the end of the season I did win the championship despite a broken ankle from a practice crash. Along the way I finished on the podium in 6 of the 8 races and finished 4th in the two that I was not on the box. At the AMA Sears Point race I finished 14th place and got allot of television time. I also qualified and finished 24th in front of 91,000 fans at the Laguna Seca AMA race. A photo of my crew and me was published in a photo documentary called "Fast Company". I had a letter published in the national publication Roadracing World. I was also quoted in 3 newspapers including the Santa Cruz Sentinel, the San Jose Mercury News, and The San Francisco Examiner. A review of all of my podium performances where published in a local motorcycle publication, City Bike.

In 2002 I took the next step and competed in the entire national AMA circuit. I competed in 10 televised professional events and learned a great deal. First I learned a completely new way of riding from going to 8 new tracks that I had never seen before. I learned to get up to speed on a new track very quickly and I think it helped my riding tremendously by forcing me to learn new strategies very quickly. I learned how to put together a professional level team including equipment, travel, support, and sponsorship. Furthermore I learned what it takes to have a large presence in this arena and promote my sponsors. I ended the season in 15th in the Formula Xtreme class which made me the second to top privateer in this class for the 2002 season. I got television spots during nearly every race, several of the California newspapers wrote multiple articles following my progress during the Laguna Seca race and I interacted with many fans as well as fans to be, during my 17,000 mile journey around the US. I also did a tremendous amount of promotion through pre and post season events.



Having learned how to ride in the professional arena, having won a championship with many podium finishes, and having accumulated much notoriety in the racing world, I am now looking to the 2011 season and what that holds for me both in the electric and gas motorcycle competitions.

K Squared Racing and Zero Motorcycles after finishing 5th in the first US TTXGP of 2010



K Squared Racing and Zero Motorcycles after winning the Refuel TT 2010 at Laguna Seca



Here are some links to the publicity garnered over the past year.

Two television appearances, one on Comcast Sports Center, and the other on ABC news.

Forbes interview - <http://video.forbes.com/fvn/ecotech-10/electric-motorcycle-racing>

Plugbike - <http://plugbike.com/2010/05/10/k-squared-racings-zero-s-ttxgp-bike/>

LA Times - http://latimesblogs.latimes.com/money_co/2010/05/ttxgp-north-america-electric-motorcycle-race-announces-competitors.html

Press Democrat - <http://www.pressdemocrat.com/article/20100511/ARTICLES/100519897>

These are just a few of the impressions we got racing in 2010.

Contact Info

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