

Former Hewlett-Packard engineer quits corporate world to build his dream: An Electric Skateboard

For immediate release:

Contact: Ilan Sabar, Kef Design, LLC.
503-287-2228 or info@metro-board.com
Website: www.metro-board.com

July 30, 2007, Portland, Oregon – After seven years as an engineer in the corporate world, Portland resident Ilan Sabar quit his job at Hewlett-Packard to pursue his dream: building an electric skateboard.

Today, after toiling alone in his basement for four years and testing prototypes on sidewalks from Tel Aviv to Los Angeles to Portland, Ilan is rolling out the final product: an ultra-portable electric skateboard called the Metroboard that will be available for sale through his website and at select Portland stores.

Riders can go as fast as 15 mph and brake with a simple click on a wireless remote. The skateboard is battery powered and can travel as far as 12 miles without a recharge. Ilan hopes to one day build other products that are as fun to ride as they are good for the environment.

Ilan, now 33, spent seven years at Hewlett Packard in Vancouver, Washington, as a design engineer of ink-jet printers before quitting in 2004 to found Kef Design, LLC. Ilan builds each Metroboard by hand in the basement of his rented apartment in NE Portland. Suffice it to say, he has learned a few things they didn't teach in engineering school.

To interview Ilan, learn more about the Metroboard or get a live demo, call 503-287-2228.

