

SEA OTTER CLASSIC



APRIL 11-14 | 2019

LAGUNA SECA RECREATION AREA, MONTEREY, CALIFORNIA

2019 BICYCLE DEMO MANUAL

Please review and share this information with the individual(s) responsible for managing your demo bikes at Sea Otter. For questions, contact [Jeff Lindenthal](#).

Sea Otter Demo Courses

Why Do so many thousands head to Sea Otter each year? One thing attendees most look forward to is the unparalleled opportunity to see and demo the latest bicycles and equipment. There are four demo courses available at Sea Otter. Please review the details in this manual regarding each course and plan accordingly. Refer to the [Expo Map](#) for demo course location.

Raceway Demos Hosted by Bulls

Raceway Demos Sponsor and Exhibitor Opportunity

For the first time sponsors and exhibitors have the exciting opportunity to demo their bicycles on the Raceway. There are two ways sponsors and exhibitors can take advantage of this opportunity.

1. Consumers Test a Bike on the Raceway

Sponsors and exhibitors can invite consumers visiting their booth to try out their bicycles and low speed electric bicycles on the racetrack during the appointed times. To test a bike on the raceway, a consumer will need to walk the bike over to the demo area, sign a waiver, and proceed through to the raceway entrance. Consumers are invited to test bicycles on the raceway on the following days*:

Thursday, April 11	1:30 pm – 5:00 pm
Saturday, April 13	11:30 am – 5:00 pm
Sunday, April 14	11:00 am – 1:30 pm

****No Friday demos available on the raceway.***

IMPORTANT – Only low speed electric bicycles (LSEB) will be allowed on this course. The LSEB must clearly display an electric bike class label. Electric bicycles or vehicles that do not meet California Class 1, 2, or 3 designations will not be allowed on the course. Additional information regarding electric bicycle classification is attached.



2. Sponsors and Exhibitors Set Up an Auxiliary Display on the Raceway

Sponsors and exhibitors who wish to take advantage of this opportunity and set up an auxiliary display must adhere to the following rules and the schedule below:

- Bicycles and low speed electric bicycles (Class 1, 2, and 3). No motorized vehicles may participate.
- Exhibitors wishing to participate will receive one (1) complimentary 10x10 space. Additional 10x10 spaces can be purchased for \$1,000.00 per space. The purchased space will be available all three (3) demo days (Thursday, Saturday, and Sunday) **but the individual spaces have to be set up and torn down each day. The demo canopies cannot be left on the track for the duration of the event.**
- Exhibitors must provide and set up their own canopies, tables and chairs.
- Exhibitors must indicate their intention to participate via email to sarah@seaotterclassic.com no later than March 15, 2019.
- Exhibitors will be placed in the Raceway Demo Area on a first-come, first-served basis.
- Exhibitors must adhere to the Raceway Demo Schedule. Companies who are participating in the Raceway Demo must have their area set up, and must tear down, within the specific timeframe allotted.



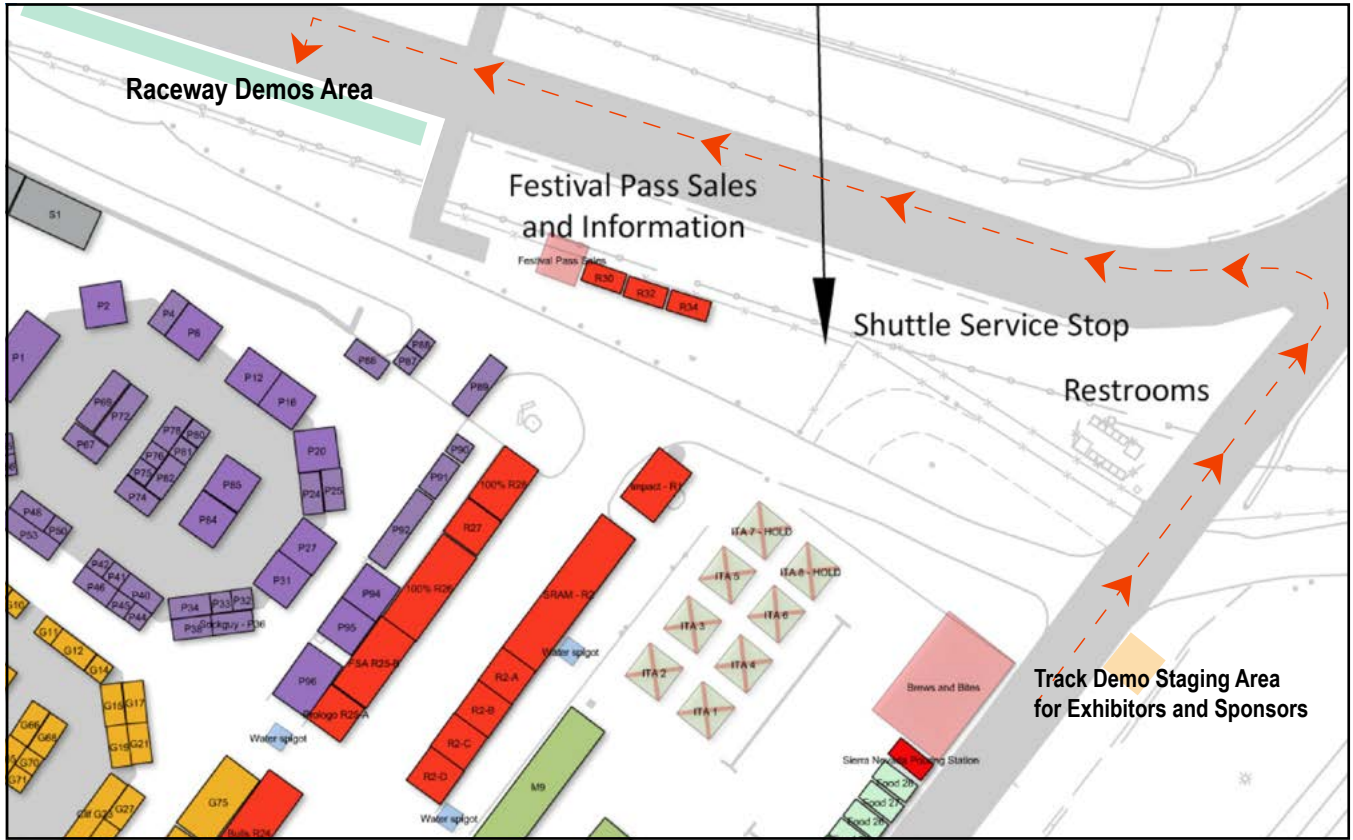
Raceway Demos Schedule*

TIME	THURSDAY APRIL 11	SATURDAY APRIL 13	SUNDAY APRIL 14
10:00 am			Exhibitors stage canopies and bicycles behind the "Brews and Bites" tent in the M area
10:30 am		Exhibitors stage canopies and bicycles behind the "Brews and Bites" tent in the M area	Exhibitors proceed to Raceway Demo area – see map - and set up – 30 minutes
11:00 am		Exhibitors proceed to Raceway Demo area – see map - and set up – 30 minutes	Demo open to consumers - exhibitor set up complete.
11:30 am		Demo open to consumers - exhibitor set up complete.	
12:00 pm			
12:30 pm	Exhibitors stage canopies and bicycles behind the "Brews and Bites" tent in the M area		
1:00 pm	Exhibitors proceed to Raceway Demo area – see map - and set up – 30 minutes		
1:30 pm	Demo open to consumers - exhibitor set up complete.		Demo close - exhibitors tear down and exit raceway - 30 minutes
2:00 pm			
2:30 pm			
3:00 pm			
3:30 pm			
4:00 pm			
4:30 pm			
5:00 pm	Demo close - exhibitors tear down and exit raceway	Demo close - exhibitors tear down and exit raceway	

***No Friday demos available on the raceway.**



Staging Location



eMTB Demo Course Hosted by BULLS

The eMTB demo course features compact dirt and a controlled route that allows riders to experience acceleration, small hill climbing and the ease of handling on all turns. This course is designed for intermediate to advanced riding levels. All participants are required to wear a helmet.

Hours:

Thursday – Saturday: 9:00am - 5:00pm

Sunday: 9:00am - 4:00pm

IMPORTANT – Only low speed electric bicycles (LSEB) designed for mountain bike riding will be allowed on this course. The LSEB must clearly display an electric bike class label. Electric bicycles or vehicles that do not meet California Class 1 or 2 designations will not be allowed on the course. Additional information regarding electric bicycle classification is attached.

MTB Demo– Hosted by *Chain Reaction Cycles*

The Skills Zone features compact dirt on a narrow track that offers a backcountry feel with small bumps and more advance obstacles. This course is designed for intermediate to advanced mountain bike riding levels. All participants are required to wear a helmet. Electric bicycles are **not** allowed in the MTB Demo.

Hours:

Thursday – Saturday: 9:00am - 5:00pm

Sunday: 9:00am - 4:00pm

Kids' Area – Hosted by *Specialized*

The Kids' Ride Zone features compact dirt on a wide track that offers small bumps with easy turns and obstacles. The course is designed for beginners up to 12 years of age. All participants are required to wear a helmet. Only children's bicycles are allowed on this course. Electric bicycles are **not** allowed in the Kids' Area.

Hours:

Thursday – Saturday: 9:00am - 5:00pm

Sunday: 9:00am - 4:00pm



Important Information

Basic Rules & Regulations

- ANSI-approved helmets are mandatory.
- Each demo participant must sign a waiver and wear a waiver wristband.
- All bikes must be removed from each demo course by closing time.

Demo Bicycle Check-out

It is solely the exhibitor's responsibility to develop and manage a bicycle check-out and return process. Sea Otter assumes no responsibility for lost or stolen bicycles. In the event a bicycle is missing, contact the Monterey County Sheriff at (831) 675-5010 to file a theft report.

Insurance and Liability

All companies providing demo bicycles at Sea Otter must provide proof of insurance for their demo bicycle program. A certificate of insurance listing Sea Otter Classic, Inc. and Sea Otter Classic Foundation, Inc. as additional insureds must be provided to the Sea Otter Classic [Risk Manager](#).

All cyclists wishing to use the Sea Otter Demo Courses must complete a Sea Otter Classic Assumption of Risk form before entering the demo course. A parent or guardian must sign for a rider under the age of 18. Assumption of Risk forms will be available at the entrance to each demo course.

2019 Demo Form

Please complete the Demo Form found [here](#) if you plan to demo a bike and submit to Jeff@seaotterclassic.com. You will be contacted prior to the event.



ELECTRIC BIKE CLASS LABEL INFORMATION



WHAT YOU NEED TO KNOW ABOUT THE eBIKE CLASSIFICATION & LABELING:

SECTION 1.

Section 312.5 is added to the Vehicle Code, to read: 312.5.

(a) An “electric bicycle” is a bicycle equipped with fully operable pedals and an electric motor of less than 750 watts.

(1) A “class 1 electric bicycle,” or “low-speed pedal-assisted electric bicycle,” is a bicycle equipped with a motor that provides assistance only when the rider is pedaling, and that ceases to provide assistance when the bicycle reaches the speed of 20 miles per hour.

(2) A “class 2 electric bicycle,” or “low-speed throttle-assisted electric bicycle,” is a bicycle equipped with a motor that may be used exclusively to propel the bicycle, and that is not capable of providing assistance when the bicycle reaches the speed of 20 miles per hour.

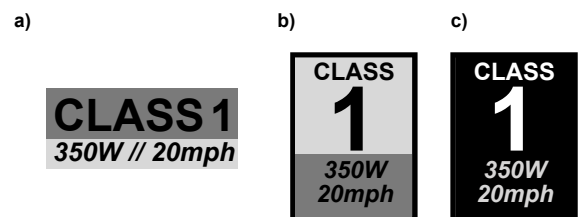
(3) A “class 3 electric bicycle,” or “speed pedal-assisted electric bicycle,” is a bicycle equipped with a motor that provides assistance only when the rider is pedaling, and that ceases to provide assistance when the bicycle reaches the speed of 28 miles per hour, and equipped with a speedometer.

(b) A person riding an electric bicycle, as defined in this section, is subject to Article 4 (commencing with Section 21200) of Chapter 1 of Division 11.

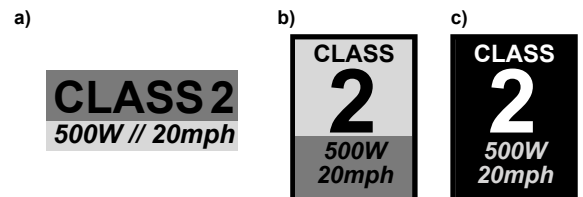
(c) On and after January 1, 2017, manufacturers and distributors of electric bicycles shall apply a label that is permanently affixed, in a prominent location, to each electric bicycle. The label shall contain the classification number, top assisted speed, and motor wattage of the electric bicycle, and shall be printed in Arial font in at least 9-point type.

EXAMPLE OF GENERIC CLASS LABELS

CLASS 1: 350W // 20MPH



CLASS 2: 500W // 20MPH



CLASS 3: 350W // 28MPH

