

ZERO
MOTORCYCLES™



TAKE CHARGE™

2013
PRESS KIT



Greetings from Zero Motorcycles,

Coming off our most successful year ever, one in which we received numerous awards and honors, Zero Motorcycles continues to push the boundaries. We proudly introduce the most advanced line of electric motorcycles ever offered: the 2013 Zero Motorcycles line. These radical new examples of U.S. design and engineering prowess are debuting just eight short months after the release of our groundbreaking 2012 line.

What exactly is new for 2013? Just about everything. It starts with the first ever completely internal and purpose-built electric motor from Zero. With our all-new Z-Force™ direct drive brushless motor we have almost doubled the available horsepower and completely redefined the riding experience. Installed in every model across the line, our new Z-Force™ motor offers amazing acceleration and throttle response. In addition to our new motor, we have upgraded the aesthetics of every bike in the line. Zero's new in-house industrial design team has completely revamped the Zero S and Zero DS models. They now feature numerous upgrades over the 2012 line, including improved visual appeal and greater comfort and rider-interface functionality.

We've also been hard at work to enhance the overall fit and finish. Each 2013 Zero has been upgraded with higher quality components and hardware. A first for any production motorcycle, Zeros now feature the ability to integrate with smartphones. Through the use of our new Android or iPhone app, you can do everything from monitor your precise state-of-charge to adjust the performance characteristics of the motor.

Once again Zero will set the industry standard in terms of range: 137 miles (UDDS city) on our top-of-the-line Zero S, and increased range across all other models (while still delivering substantially more performance as mentioned above).

In this press kit you will find comprehensive information on our complete 2013 model line including concise product overviews, detailed features and specifications. Continuing in 2013, Zero will use Motorcycle Industry Council standards for measuring and reporting performance specifications in an effort to promote industry wide standards. Please take a few minutes to familiarize yourself with the contents of this package. Should you have additional questions, please do not hesitate to contact us.

To truly appreciate these fantastic new motorcycles you need to ride one. Zero Motorcycles invites you to discover the sophisticated simplicity of riding our complete 2013 electric motorcycle line. Come to an event or schedule a test ride with our media department.

2013 is destined to become another record year for Zero Motorcycles. Come join us for the ride of a lifetime.

Sincerely,

Your Friends at Zero

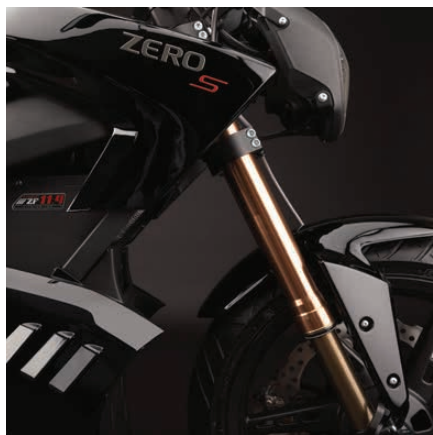


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**“SHED OLD IDEAS ABOUT WHAT A MOTORCYCLE IS,
WHAT IT DOES, HOW IT FEELS, LOOKS AND SOUNDS...”**
– The Wall Street Journal



THE STORY

Zero Motorcycles is the next step in motorcycle evolution. By combining the best aspects of a traditional motorcycle with today's most advanced technology, Zero produces high-performance electric motorcycles that are lightweight, efficient, fast off the line and fun to ride. Each motorcycle is optimized from the ground up to leverage the revolutionary Z-Force™ electric powertrain and uses a specially designed rigid, aircraft-grade aluminum frame to minimize weight.

Once a burning idea conceived inside a Santa Cruz, California garage, Zero has rapidly grown into an internationally known motorcycle company. The result is groundbreaking motorcycle innovation that is available for customers to own today. Since 2006, when the first prototypes were produced, Zero has invited motorcyclists to go for a ride. Some things are better experienced than explained.

THE MISSION

Zero Motorcycles is committed to transforming the motorcycling experience by bringing to market highly innovative electric motorcycles that offer exceptional value and performance. Zero is powered by innovation, driven by passion, guided by integrity and measured by results. Through extensive research, insight and experience, Zero combines the art and science of motorcycle development to create and manufacture products that excite consumers and inspire brand loyalty. Zero is determined to be the pre-eminent global electric motorcycle company.



ABOUT ZERO MOTORCYCLES



THE GROWTH STRATEGY— BUILDING A GLOBAL BRAND

Interest and developments in the electric motorcycle industry are growing exponentially and on a daily basis. This is merely the beginning of what industry experts expect to be the most rapidly growing segment of the motorcycle industry.

Since inception, Zero has executed on well thought out strategies to build a global motorcycle brand and sustain a premium product line while keeping prices low. The result of these strategies has been Zero's rapid rise and prominence in the electric motorcycle industry. Central to this success is developing real products, positioning them well and delivering them. Zero is focused on building a solid business that will leave customers and partners enjoying the benefits of leading edge technology and a globally recognized brand.

Here's how Zero plans to continue to build a global brand while maintaining clear leadership in the electric motorcycle industry.

A BETTER MOTORCYCLE - BALANCING PERFORMANCE, RANGE, WEIGHT, AFFORDABILITY & AVAILABILITY

Zero focuses on balancing performance, range, weight, and affordability to build the best electric motorcycles that are available for customers to ride today. It does this by combining the long-perfected aspects of traditional motorcycles with today's most advanced technology. To make that statement into a reality, Zero has assembled a team of skilled engineers from both the motorcycle and high tech industries. The result: Zero is the only company to successfully bring an entire product line to market and Zero is the industry leader.

VOLUME PRODUCTION - GLOBAL AVAILABILITY OF ADVANCED TECHNOLOGY TODAY

Zero has brought to market the best electric motorcycles that are in production today. By ensuring that Zero can meet the manufacturing demands of its customers, Zero creates a sense of confidence. With seasoned executives heading up both Zero's engineering and manufacturing teams, Zero is implementing time-tested processes of bringing motorcycles to market. Zero's model line policy is designed to bolster the integrity of its technology and product capabilities. To ensure that Zero's announcements will have maximum impact in the electric motorcycle industry, Zero withholds product announcements until we are confident that the product will succeed and that it can be rapidly delivered.



COMMITMENT TO QUALITY – APPLYING PROCESS TO INNOVATION AND PRODUCTION

Quality starts in Zero's design process, is carried through manufacturing and is supported through its service department. Every motorcycle that Zero releases to the public is the result of a coordinated effort among each department at Zero. When a rider orders a motorcycle from Zero they can do so with confidence. In addition to quality, Zero backs every motorcycle shipped with a two year limited warranty (the Zero MX has a one year limited warranty). All efforts in quality and customer support are backed by a well-managed business model that is financially sound and well funded.

FULL PRODUCT LINE – MOTORCYCLES TO MEET TODAY'S NEEDS

Different motorcyclists have different demands of their motorcycles. To that end, Zero has developed a product line to meet the demands of more rider types and has made that product line available for delivery today. As Zero continues to drive innovation through extensive research and development it will continue to bring new motorcycles to market. For both the dirt and street, Zero will continue to expand its product line.

INNOVATIVE TECHNOLOGY – RUGGED, ROBUST, PATENTED & DELIVERED

Zero's innovation starts with revolutionary technology in the power pack. This technology, along with the complete Z-Force™ powertrain, is designed to safely withstand the demands of even the most aggressive off or on-road use. The result is a safe and incredibly powerful technology that is long lasting, scales rapidly and is reliable. Zero's innovative powertrain technology is housed in weight optimized chassis that are completed with components that maximize ride quality and performance.

INNOVATIVE SALES AND SUPPORT MODEL – LEAN, PERSONAL & STREAMLINED

From start to finish, Zero takes care of its customers and partners. Zero has developed a comprehensive Sales and Support model to facilitate rapid and responsible growth. The model revolves around enhancing customer experience, assuring customers that their needs as an owner will be met and by maximizing the benefits to Zero's partners and dealers. Zero streamlines the customer buying experience by quickly connecting them with authorized dealers and making it easy for them to purchase.

WHAT'S NEXT – CONSTANT INNOVATION / STRATEGIC ANNOUNCEMENTS

With the largest dedicated electric motorcycle engineering and manufacturing team, Zero is developing groundbreaking technology on a daily basis. At the right time and place, Zero will let the world know about the details of these developments. Zero will not reveal what's in its consumer product development pipeline without ensuring that those products will be moved rapidly into customers' hands.



“THE ELECTRIC MOTORCYCLE
REVOLUTION HAS BEGUN!”
– Men’s Health

ABOUT ZERO MOTORCYCLES



A GLOBAL IMPACT – GAINING WIDESPREAD RECOGNITION

“Shed old ideas about what a motorcycle is, what it does, how it feels, looks and sounds...That notion about taking your breath away can stay.”

The Wall Street Journal

“It’s a go-anywhere moto perfect for exploring.”

“Maintenance plan consists of keeping air in the tires.”

WIRED Magazine

“Easy to jump ahead of cars to change lanes and race ahead of the pack”

“The electric motorcycle revolution has begun...”

Men’s Health

“Electric motorcycle technology is changing fast, and Zero is on the forefront of this movement.”

Motorcycle.com

“The feeling of pushing silently through space challenges everything you’ve come to associate with motorized two-wheeled transport.”

Popular Mechanics

“It is unlike anything I have ridden before...”

“...elicits all kinds of thoughts about what the experience of motorcycling is all about.”

Ultimate Motorcycling

“Zero Motorcycles has got the perfect bike for you or five bikes actually.”

Motorweek





*"You can't help but have the time of your life."
"Well designed, cleverly engineered and completely fun."
"Riding the Zero is such a catalog of new sensations and
experiences that it's hard to list them all."*

Dirt Bike Magazine



GOVERNMENT INCENTIVES, INITIATIVES AND SUPPORT

From the national to local level, many governments around the world are offering incentives to those who purchase and operate electric motorcycles. While all countries and regions do not have discounts or rebates, many countries are exploring such ideas or other incentives as a means of reducing pollution or accelerating their economy. Zero Motorcycles works with organizations around the world to ensure that maximum exposure and benefits are given to this new industry.

By adopting this technology early, large organizations and individual owners have many opportunities to benefit. Some of these benefits are listed below.

EXAMPLES

- » Government tax breaks and credits
- » Special access to parking, lanes/roads and riding areas
- » Positive recognition from the public, politicians and government agencies
- » Free charging stations



“ELECTRIC MOTORCYCLE TECHNOLOGY IS CHANGING FAST,
AND ZERO IS ON THE FOREFRONT OF THIS MOVEMENT!”

– Motorcycle.com



ZERO MOTORCYCLES 2013 PRODUCT LINE ANNOUNCEMENT – AS SEEN IN ZERO MOTORCYCLES' CORPORATE PRESS RELEASE

SANTA CRUZ, CA (Oct. 2, 2012) – Zero Motorcycles, the global leader in the electric motorcycle industry, today announced its 2013 model line which features an average power increase of 99% and the world's longest-range production electric motorcycle: the Zero S, capable of 137 miles in the city. To attain such leaps in performance, Zero designed a revolutionary new Z-Force™ motor that is incredibly powerful while also highly efficient, passively air-cooled and compact. Integrated into every 2013 motorcycle, the motor operates using a new higher voltage Z-Force™ power pack. Providing riders the option to charge faster than ever, each Zero can now be charged to 95% in an hour or less using CHAdeMO charge stations by way of an optional accessory. Perhaps most exciting, Zero plans to begin initial deliveries of its complete 2013 model line to North America in January 2013.

Nearly every element of each motorcycle has been refined to embody the sophisticated technology and elemental simplicity of riding a Zero. From highly innovative mobile phone integration to eye-catching styling, the 2013 lineup is impressive at every level. Using Bluetooth, riders can now sync their iPhone or Android mobile phones to see detailed motorcycle information and even adjust the performance characteristics of the motorcycle. Riders will appreciate the sleek new bodywork on the Zero S and Zero DS, which includes neatly integrated storage in the 'tank' area and flows elegantly into a comfortable two-tier seat. To accommodate the new look and advanced powertrain, Zero redesigned the frames for every model, with an emphasis on improving rider ergonomics and expanding compatibility with aftermarket accessories.

"With up to 137 miles in the city, a top speed of 95 mph and a CHAdeMO accessory that allows recharging in around an hour, the 2013 model line is truly exceptional," said Richard Walker, CEO of Zero Motorcycles. "This year's lineup offers breathtaking acceleration, new eye-catching designs and the innovative ability to customize the riding experience to each individual's preferences via a mobile application. We invite you to discover the experience of riding a 2013 model by contacting an authorized dealer to sign up for a test ride or to place an order. The new lineup arrives in January."

Among the many highlights of the 2013 lineup, Zero Motorcycles introduced the Zero FX as the ultimate 'do anything' and 'ride anywhere' urban rebel motorcycle. It is the fastest accelerating motorcycle in the company's lineup with 70 ft-lbs of torque, 44 hp and a low weight of only 275 lbs. The Zero FX, as well as the Zero XU and Zero MX, now features the world's first truly modular quick-swap power pack technology. Riders can now use one or two battery modules and can upgrade any of the previously mentioned models from 2.8 kWh to 5.7 kWh in seconds. With increased range, vastly improved handling and impressive power, the now full-sized Zero MX is capable of comfortably launching off significantly larger jumps at the motocross track.

Continuing a design philosophy of "sophisticated simplicity" for 2013, Zero Motorcycles focused on maximizing the exhilaration of riding and minimizing needless complexity. The new Z-Force™ motor and overall powertrain is completely air-cooled on account of its highly efficient and innovative design. With instant torque, a nearly silent belt-driven system and no shifting, riders need only focus on enjoying the ride. For the owner, there is no routine powertrain maintenance and the 'fuel' cost is only a penny a mile. Whether a long-time rider or someone who is just getting into motorcycles, the Zero Motorcycles 2013 lineup offers consumers exciting new reasons to go for a ride.

2013 LAUNCH OVERVIEW

WHAT'S NEW FOR 2013 – A SUMMARY

- **Revolutionary Z-Force™ motor increases power by up to 125%**
 - » Zero S and Zero DS have 54 hp and 68 ft-lbs of torque
 - » Top speed of 95 mph on the Zero S and Zero DS
 - » Every model offers dramatically increased torque and a broader power band resulting in exceptional acceleration
 - » Designed from the ground up by Zero Motorcycles to be the world's most efficient, powerful, compact, brushless and sealed air-cooled motor
 - » Requires no routine maintenance and operates at such high efficiency that it does not require any complex cooling system
- **Up to 137 miles range with completely new high voltage and high capacity Z-Force™ power pack technology**
 - » Four new 102 Volt power pack configurations allowing customers to select the range that best meets their needs: 2.8 kWh, 5.7 kWh, 8.5 kWh, 11.4 kWh
 - » 25% faster charging rate on the Zero S and Zero DS using standard outlets
 - » Charge any motorcycle to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
 - » World's first fully modular Z-Force™ quick-swap technology allows riders to easily upgrade a Zero FX, Zero XU or Zero MX from 2.8 kWh to 5.7 kWh in seconds
 - » New life of motorcycle cell technology offers a high cycle life and increased charge/discharge efficiency
- **Introducing the Zero FX – New model for 2013**
 - » Quickest acceleration of any electric motorcycle that Zero has ever offered
 - » 70 ft-lbs of torque and 44 hp with a low weight of just 275 lbs
 - » Designed to handle any urban terrain, off-road session or stealthy adventure
 - » Ample suspension and aggressive tires



- **Powerful new Nissin braking systems across the entire lineup**
- **Smartphone integration and new Zero Motorcycles mobile app**
 - » Bluetooth enabled connectivity for both iPhone and Android mobile devices
 - » Adjustable motorcycle performance to enable sportier or more economical riding
 - » Customizable display reports precise state of charge and real time power usage while riding
 - » Zero Motorcycles app will be available to download via Apple and Android app stores
- **Refined and sophisticated new look with integrated storage**
 - » Beautifully sculpted new bodywork and refined frame for the Zero S and Zero DS
 - » Integrated and lockable storage options across the entire model line
 - » LED tail light on the Zero S and Zero DS
 - » All black frames across the entire lineup
 - » New color options, completely revised graphics and sophisticated design highlights across all models
- **New frames with completely revamped and improved rider interfaces**
 - » Passenger accommodation standard on the Zero S and Zero DS
 - » Newly designed and comfortable two-up seat
 - » More robust and stiffer swing arms with adjustable rear axles
 - » More ergonomic frame geometry, handlebars and footpegs
 - » Motor is now a stressed member of the frame to increase stiffness for improved handling
- **Zero MX is now full sized and capable of hitting 85 mph**
- **All motorcycles now feature regenerative braking that is adjustable via the new Zero Motorcycles app**
- **Zero DS now uses 19" front and 17" rear tires for improved off-road handling and greater aftermarket options**
- **New integrated components for improved "fit and finish," durability and reliability**

ZERO S™ STREETFIGHTER

MEET THE ZERO S GENERAL PRODUCT INFO & SPECS

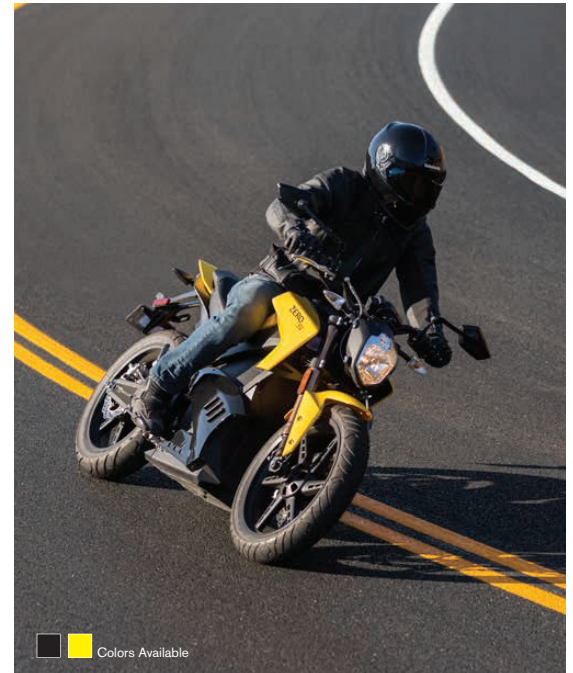
Imagine instant torque and power from a standstill. Imagine smooth acceleration as you throttle out of turns. Then, imagine never needing to stop at a gas station or being burdened with any scheduled powertrain maintenance. Not only is this possible... it's available now.

Developed to aggressively take on urban environments while encouraging occasional detours to your favorite stretch of backcountry twisties, the Zero S integrates revolutionary technology with innovative motorcycle design. The result is a motorcycle with truly impressive performance and a sophisticated appearance. Now featuring Zero Motorcycles' all-new Z-Force™ motor and power pack, the Zero S pulls hard to speeds above 90 mph and offers a city range of up to 137 miles.

Whether stealthily accelerating onto the highway or out of the turns, the Zero S is uniquely designed to deliver a sensation unlike any other on the road today. Are you ready?

PRICING AND WARRANTY

The Zero S starts at \$13,995 MSRP for the ZF8.5 and \$15,995 MSRP for the ZF11.4. Some countries or states may offer incentives. Financing may be available to qualifying customers at participating dealers. The motorcycle can be ordered from authorized Zero Motorcycles dealers and will begin shipping in the United States during January. The Zero S comes with a 2-year limited warranty. Price does not include local shipping, applicable taxes, PDI and road registration fees.



SPECIFICATIONS » ZERO S

RANGE*	ZF8.5	ZF11.4	MOTOR	
City	103 mi (166 km)	137 mi (220 km)	Max torque	68 ft-lbs (92 Nm)
Highway (55 mph)	64 mi (103 km)	85 mi (137 km)	Max power	54 hp (40 kW) @ 4,300 RPM
» Combined	79 mi (127 km)	105 mi (169 km)	Top speed	95 mph (153 km/h)
Highway (70 mph)	53 mi (85 km)	70 mi (113 km)	Type	Z-Force™ 75-7 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor
» Combined	70 mi (113 km)	93 mi (150 km)	Controller	High efficiency, 420 amp, 3-phase brushless controller with re-generative deceleration
POWER SYSTEM			DRIVETRAIN	
Est. pack life to 80% (city)	232,000 mi (373,000 km)	309,000 mi (497,000 km)	Transmission	Clutchless direct drive
Power pack	Z-Force™ Li-Ion intelligent	Z-Force™ Li-Ion intelligent	Final drive	132T / 28T, Poly Chain® GT® Carbon™ belt
Maximum capacity	8.5 kWh	11.4 kWh	CHASSIS / SUSPENSION / BRAKES	
Charger type	1.3 kW, integrated	1.3 kW, integrated	Front brakes	Nissin 2 piston hydraulic, 313x4 mm floating disc
Charge time to 100% to 95%	6.0 hr 5.5 hr	7.9 hr 7.4 hr	Rear brakes	Nissin 1 piston hydraulic, 221x4.5 mm disc
CHAdEMO charge to 95% (acc.)	1 hr	1 hr	Front suspension travel	5.51 in (140 mm)
Input	Standard 110V or 220V	Standard 110V or 220V	Rear suspension travel	5.85 in (149 mm)
ECONOMY			Front tire	110/70-17
Equivalent fuel economy (city)	463 MPGe (0.51 L/100 km)	463 MPGe (0.51 L/100 km)	Rear tire	130/70-17
Typical cost to recharge	\$0.90	\$1.20	Front wheel	3.00x17
DIMENSIONS			Rear wheel	3.50x17
Wheel base	55.4 in (1,406 mm)	55.4 in (1,406 mm)		
Seat height	31.3 in (794 mm)	31.3 in (794 mm)		
Rake	23.8 °	23.8 °		
Trail	3.2 in (82 mm)	3.2 in (82 mm)		
WEIGHT				
Frame	19.5 lb (8.8 kg)	19.5 lb (8.8 kg)		
Curb weight	355 lb (161 kg)	387 lb (175 kg)		
Carrying capacity	400 lb (181 kg)	368 lb (167 kg)		

*Range varies based on riding style.

ZERO S – SUMMARY OF WHAT'S NEW

Exceptional just got better. The 2013 Zero S is 93% more powerful, generates 62% more torque and yields 20% greater city range. Using a new optional accessory the Zero S can be charged to 95% at CHAdeMO charging stations in an hour or less. Able to travel 137 mi (city), or 85 mi (highway), on a single charge, the Zero S is now the longest range production electric motorcycle in history. It is also Zero Motorcycles' fastest with speeds of up to 95 mph. Featuring Zero Motorcycles' completely new Z-Force™ motor and high-voltage power system, the Zero S delivers instant acceleration that is both impressive and incredibly smooth. The sophisticatedly simple, zero-shifting, zero-clutching direct drive powertrain operates with such high efficiency that it requires no mechanical cooling systems whatsoever.

Accompanying the stunning performance gains is a sleek new look, on-board storage, an improved rider interface and mobile device integration. New contemporary bodywork in the 'tank' section of the motorcycle now works in cooperation with a new two-up seat, frame and foot pegs to provide improved comfort and control. Nissin brakes as well as passenger pegs are now standard. Offering a new level of personalization, the 2013 Zero S works with mobile devices, via Bluetooth. This allows riders to view a customizable dashboard of detailed riding information and adjust the performance characteristics of the motorcycle.

PRODUCT UPGRADES – POINT BY POINT

- **Revolutionary Z-Force™ motor increases power by 93%**
 - » Zero S now offers 54 hp and 68 ft-lbs of torque
 - » Top speed of 95 mph
 - » Dramatically increased torque and a broader power band for exceptional acceleration
 - » New Z-Force™ motor is designed from the ground up by Zero Motorcycles to be the world's most efficient, powerful, compact, brushless and sealed air-cooled motor
 - » Sophisticatedly simple "just ride" direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
 - » Requires no routine maintenance and operates with such high efficiency that it does not require any complex cooling system
- **Up to 137 miles range with completely new high-voltage and high-capacity Z-Force™ power pack technology**
 - » Available in two new 102 Volt power pack configurations:
 - ZF8.5: 8.5 kWh (max)
 - ZF11.4: 11.4 kWh (max)
 - » Up to 20% more city range over the longest range 2012 model
 - » 25% faster charging rate using standard outlets
 - » Charge either the ZF8.5 or ZF11.4 to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
 - » New life-of-motorcycle cell technology offers a high cycle life and increased charge/discharge efficiency
- **Powerful new Nissin braking system**
- **Smartphone integration and new Zero Motorcycles mobile app**
 - » Bluetooth enabled connectivity for both iPhone and Android mobile devices
 - » Adjustable motorcycle performance to enable sportier or more economical riding
 - » Customizable display reports precise state of charge and real time power usage while riding
- **Refined and sophisticated new look with integrated storage**
 - » Beautifully sculpted new bodywork and refined frame
 - » Integrated, lockable and removable storage compartment in the front 'tank' area
 - » High-efficiency LED tail light
 - » New color options, all-black frames and completely revised graphics
 - » Black cast wheels
- **New frame with completely revamped and improved rider interfaces**
 - » Passenger accommodation standard
 - » Newly designed and comfortable two-up seat
 - » More robust and stiffer swing arm with adjustable rear axle
 - » More ergonomic frame geometry, handlebars and foot pegs
 - » Motor is now a stressed member of the frame to increase stiffness for improved handling
- **New integrated components for improved "fit and finish," durability and reliability**

ZERO DS™ DUAL SPORT

MEET THE ZERO DS GENERAL PRODUCT INFO & SPECS

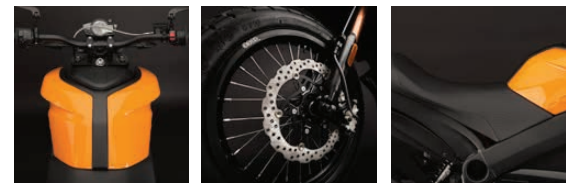
The Zero DS combines innovation with passion to deliver the world's most versatile electric motorcycle. Designed to be agile in the dirt and quick on the street, the Zero DS represents a new kind of freedom.

Blast down a gravel road or a dusty trail. When you're ready, stealthily pass from the wild to the civilized as you arrive at your destination. The Zero DS is tough when you demand it and distinguished when required. Its edgy, yet sophisticated appearance is highlighted by an eye-catching twin spar frame that is both rigid and lightweight.

Powered by the most advanced powertrain in the industry, the Zero DS is a fully electric motorcycle that can handle any surface you throw at it. Overcoming obstacles and maintaining control is effortless due to its fully adjustable suspension and rugged wheel set. Under technical riding conditions, Zero's revolutionary Z-Force™ powertrain delivers astonishing responsiveness with the twist of your wrist. As with Zero's entire model line, the 2013 Zero DS costs only cents to recharge and, with its maintenance-free powertrain, offers riders a carefree ownership experience.

PRICING AND WARRANTY

The Zero DS starts at \$13,995 MSRP for the ZF8.5 and \$15,995 MSRP for the ZF11.4. Some countries or states may offer incentives. Financing may be available to qualifying customers at participating dealers. The motorcycle can be ordered from authorized Zero Motorcycles dealers and will begin shipping in the United States during January. The Zero DS comes with a 2-year limited warranty. Price does not include local shipping, applicable taxes, PDI and road registration fees.



SPECIFICATIONS » ZERO DS

RANGE*	ZF8.5	ZF11.4	MOTOR	
City	95 mi (153 km)	126 mi (203 km)	Max torque	68 ft-lbs (92 Nm)
Highway (55 mph)	57 mi (92 km)	76 mi (122 km)	Max power	54 hp (40 kW) @ 4,300 RPM
» Combined	71 mi (114 km)	95 mi (153 km)	Top speed	95 mph (153 km/h)
Highway (70 mph)	46 mi (74 km)	61 mi (98 km)	Type	Z-Force™ 75-7 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor
» Combined	62 mi (100 km)	82 mi (132 km)	Controller	High efficiency, 420 amp, 3-phase brushless controller with re-generative deceleration
POWER SYSTEM			DRIVETRAIN	
Est. pack life to 80% (city)	213,000 mi (343,000 km)	284,000 mi (457,000 km)	Transmission	Clutchless direct drive
Power pack	Z-Force™ Li-Ion intelligent	Z-Force™ Li-Ion intelligent	Final drive	132T / 28T, Poly Chain® GT® Carbon™ belt
Maximum capacity	8.5 kWh	11.4 kWh	CHASSIS / SUSPENSION / BRAKES	
Charger type	1.3 kW, integrated	1.3 kW, integrated	Front brakes	Nissin 2 piston hydraulic, 313x4 mm floating disc
Charge time to 100% to 95%	6.0 hr 5.5 hr	7.9 hr 7.4 hr	Rear brakes	Nissin 1 piston hydraulic, 221x4.5 mm disc
CHADEMO charge to 95% (acc.)	1 hr	1 hr	Front suspension travel	7.00 in (178 mm)
Input	Standard 110V or 220V	Standard 110V or 220V	Rear suspension travel	7.69 in (195 mm)
ECONOMY			Front tire	100/90-19
Equivalent fuel economy (city)	426 MPGe (0.55 L/100 km)	426 MPGe (0.55 L/100 km)	Rear tire	130/80-17
Typical cost to recharge	\$0.90	\$1.20	Front wheel	2.15x19
DIMENSIONS			Rear wheel	3.00x17
Wheel base	56.5 in (1,435 mm)	56.5 in (1,435 mm)		
Seat height	34.4 in (873 mm)	34.4 in (873 mm)		
Rake	26.5 °	26.5 °		
Trail	4.6 in (117 mm)	4.6 in (117 mm)		
WEIGHT				
Frame	19.5 lb (8.8 kg)	19.5 lb (8.8 kg)		
Curb weight	363 lb (165 kg)	395 lb (179 kg)		
Carrying capacity	392 lb (178 kg)	360 lb (164 kg)		

*Range varies based on riding style.



ZERO DS – SUMMARY OF WHAT’S NEW

The Zero DS is built off the platform of the revolutionary new 2013 Zero S. Similarly, it is 93% more powerful, generates 62% more torque and yields 13% greater city range. Able to travel 126 mi (city), or 76 mi (highway), on a single charge, the Zero DS has fantastic range and performance. Using a new optional accessory, the Zero DS can be charged to 95% at charging stations in an hour or less. Featuring Zero Motorcycles' completely new Z-Force™ motor and higher-voltage power system, the Zero DS delivers instant acceleration that is both impressive and, without ever needing to shift, incredibly smooth. This sophisticated, yet elegantly simple, power delivery system allows riders to take on more challenging terrain by eliminating peripheral inconveniences such as clutching or shifting. The brushless motor is sealed to ensure longevity and operates with such high efficiency that it requires no mechanical cooling systems whatsoever. Owning a Zero has never been more enjoyable.

The Zero DS features new rugged bodywork, on-board storage, Nissin brakes and mobile device integration. A new two-up seat, refined frame and passenger pegs provide improved comfort and control for both the rider and passenger. For improved off-road handling and to accommodate a wider variety of tires, the Zero DS uses new 19" front and 17" rear tires. Offering a new level of personalization, the Z-Force™ powertrain integrates with mobile devices, via Bluetooth, allowing riders to view a customizable dashboard of detailed riding information and adjust the performance characteristics of the motorcycle.

PRODUCT UPGRADES – POINT BY POINT

- **Revolutionary Z-Force™ motor increases power by 93%**
 - » Zero DS now offers 54 hp and 68 ft-lbs of torque
 - » Top speed of 95 mph
 - » Dramatically increased torque and a broader power band for exceptional acceleration
 - » New Z-Force™ motor is designed from the ground up by Zero Motorcycles to be the world's most efficient, powerful, compact, brushless and sealed air-cooled motor
 - » Sophisticatedly simple "just ride" direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
 - » Requires no routine maintenance and operates with such high efficiency that it does not require any complex cooling system
- **Up to 126 miles range with completely new high-voltage and high-capacity Z-Force™ power pack technology**
 - » Available in two new 102 Volt power pack configurations:
 - ZF8.5: 8.5 kWh (max)
 - ZF11.4: 11.4 kWh (max)
 - » Up to 11% more city range over the longest range 2012 model
 - » 25% faster charging rate using standard outlets
 - » Charge either the ZF8.5 or ZF11.4 to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
 - » New life-of-motorcycle cell technology offers a high cycle life and increased charge/discharge efficiency
- **Powerful new Nissin braking system**
- **Smartphone integration and new Zero Motorcycles mobile app**
 - » Bluetooth enabled connectivity for both iPhone and Android mobile devices
 - » Adjustable motorcycle performance to enable sportier or more economical riding
 - » Customizable display reports precise state of charge and real time power usage while riding
- **Refined and sophisticated new look with integrated storage**
 - » Beautifully sculpted new rugged bodywork and refined frame
 - » Integrated, lockable and removable storage compartment in the front 'tank' area
 - » High-efficiency LED tail light
 - » New color options, all-black frames and completely revised graphics
- **New frame with completely revamped and improved rider interfaces**
 - » Passenger accommodation standard
 - » Newly designed and comfortable two-up seat
 - » More robust and stiffer swing arm with adjustable rear axle
 - » More ergonomic frame geometry, 2 inch wider handlebars and new foot pegs
 - » Motor is now a stressed member of the frame to increase stiffness for improved handling
- **Now uses 19" front and 17" rear tires for improved off-road handling and greater aftermarket options**
- **New integrated components for improved "fit and finish," durability and reliability**

ZERO FX™ STEALTH FIGHTER

MEET THE ZERO FX GENERAL PRODUCT INFO & SPECS

You've never experienced power and freedom like this. All those things you wished you could get away with... they just became possible. It is said, "Absolute power corrupts absolutely." Just in case you find this to be true, hit the eco-switch... or don't.

Delivering a nearly instantaneous 70 ft-lbs of torque, 44 hp and with a low weight of only 275 lbs, the Zero FX takes any type of riding to all-new levels. Stealthily ride at any hour of the day or night, on a motorcycle that distills riding into its most basic and adrenaline-pumping elements. Tempting you to ride on any terrain that crosses your path, the Zero FX chassis hails from Zero Motorcycles' championship-winning Zero MX platform and features the most advanced Z-Force™ technology yet.

Equipped with a maintenance-free powertrain, belt drive and fully modular power pack system, no riding time is wasted and each mile ridden only costs around a penny in electricity.

PRICING AND WARRANTY

The Zero FX starts at \$9,495 MSRP for the ZF2.8 and \$11,990 MSRP for the ZF5.7. Some countries or states may offer incentives. Financing may be available to qualifying customers at participating dealers. The motorcycle can be ordered from authorized Zero Motorcycles dealers and will begin shipping in the United States during January. The Zero FX comes with a 2-year limited warranty. Price does not include local shipping, applicable taxes, PDI and road registration fees.



SPECIFICATIONS » ZERO FX

	ZF2.8	ZF5.7	MOTOR	ZF2.8	ZF5.7
RANGE*					
City	35 mi (56 km)	70 mi (113 km)	Max torque	70 ft-lbs (95 Nm)	70 ft-lbs (95 Nm)
Highway (55 mph)	22 mi (35 km)	44 mi (71 km)	Max power	27 hp (20 kW) @ 3,700 RPM	44 hp (33 kW) @ 3,700 RPM
» Combined	27 mi (43 km)	54 mi (87 km)	Top speed	85 mph (137 km/h)	85 mph (137 km/h)
Highway (70 mph)	15 mi (24 km)	31 mi (50 km)	Type	Z-Force™ 75-5 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor	
» Combined	21 mi (34 km)	43 mi (69 km)	Controller	High efficiency, 420 amp, 3-phase brushless controller with re-generative deceleration	
POWER SYSTEM			DRIVETRAIN		
Est. pack life to 80% (city)	78,000 mi (126,000 km)	156,000 mi (252,000 km)	Transmission	Clutchless direct drive	
Power pack	Z-Force™ Li-Ion intelligent modular	Z-Force™ Li-Ion intelligent modular	Final Drive	132T / 25T, Poly Chain® GT® Carbon™ belt	
Maximum capacity	2.8 kWh (expandable)	5.7 kWh	CHASSIS / SUSPENSION / BRAKES		
Charger type	650 W, integrated	650 W, integrated	Front brakes	Nissin 2 piston hydraulic, 221x4.5 mm disc	
Charge time to 100% to 95%	4.1 hr 3.7 hr	7.8 hr 7.4 hr	Rear brakes	Nissin 1 piston hydraulic, 221x4.5 mm disc	
CHAdEMO charge to 95% (acc.)	1 hr	1 hr	Front suspension travel	9.44 in (240 mm)	
Input	Standard 110V or 220V	Standard 110V or 220V	Rear suspension travel	8.94 in (227 mm)	
ECONOMY			Front tire	3.00-21	
Equivalent fuel economy (city)	470 MPGe (0.50 L/100 km)	470 MPGe (0.50 L/100 km)	Rear tire	4.10-18	
Typical cost to recharge	\$0.30	\$0.60	Front wheel	1.60x21	
DIMENSIONS			Rear wheel	2.15x18	
Wheel base	56.6 in (1,438 mm)	56.6 in (1,438 mm)			
Seat height (standard)	35.4 in (899 mm)	35.4 in (899 mm)			
Low seat height (accessory)	33.4 in (848 mm)	33.4 in (848 mm)			
Rake	26.1 °	26.1 °			
Trail	4.4 in (112 mm)	4.4 in (112 mm)			
WEIGHT					
Frame	17 lb (7.7 kg)	17 lb (7.7 kg)			
Curb weight	233 lb (106 kg)	275 lb (125 kg)			
Carrying capacity	347 lb (157 kg)	305 lb (138 kg)			

*Range varies based on riding style.



ZERO FX – COMPLETELY NEW FOR 2013

The Zero FX boasts more torque and acceleration than any other in the history of Zero Motorcycles. It is the ultimate 'do anything' and 'ride anywhere' urban motorcycle. At 70 ft-lbs, 44 hp and a low weight of only 275 lbs the Zero FX launches off the line and pulls hard at any RPM. Capable of molding to any rider's desires, the performance characteristics of the Zero FX can be tailored to the rider's specifications via Bluetooth and a compatible mobile device. Built off of the full-sized championship-winning Zero MX platform, it leverages the same off-road suspension to allow thrill-seeking riders to explore both on and off-road terrain. Visually distinct, the Zero FX is available strictly in all black with a subtle and sophisticated graphics package.

The Zero FX features the world's first truly modular power pack system and is available in two configurations: ZF2.8 (one module), ZF5.7 (two modules). The lockable modules can be individually added or removed, regardless of state of charge, in less than a minute. As with the rest of the 2013 lineup, the Zero FX can be charged to 95% at CHAdeMO charging stations in an hour or less using an optional accessory. Making ownership easy, the sealed Z-Force™ motor, belt drive and highly efficient power pack virtually eliminates all routine powertrain maintenance.

PRODUCT FEATURES – POINT BY POINT

- **Revolutionary Z-Force™ motor generates up to 70 ft-lbs and 44 hp**
 - » Incredible torque and a broad power band resulting in Zero Motorcycles' fastest off the line performance
 - » Top speed of 85 mph
 - » Designed from the ground up by Zero Motorcycles to be the world's most efficient, powerful, compact, brushless and sealed air-cooled motor
 - » Sophisticatedly simple "just ride" direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
 - » Requires no routine maintenance and operates with such high efficiency that it does not require any complex cooling system
 - » Uses the same size motor controller as the Zero S and Zero DS
- **Up to 70 miles range with innovative new modular Z-Force™ power pack technology**
 - » World's first fully modular Z-Force™ quick-swap technology allows riders to easily upgrade from 2.8 kWh (max) to 5.7 kWh (max) in seconds
 - » Can be ridden with either one or two modules – allowing customers to purchase the motorcycle with one module and upgrade at any time
 - » Modules can be swapped in and out regardless of individual state of charge
 - » Charge either the ZF2.8 or ZF5.7 to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
 - » New life-of-motorcycle cell technology offers a high cycle life and increased charge/discharge efficiency
 - » With an optional accessory, the modules can be removed and charged anywhere
- **Powerful new Nissin braking system**
- **Maintenance-free and virtually silent belt drive**
- **Smartphone integration and new Zero Motorcycles mobile app**
 - » Bluetooth enabled connectivity for both iPhone and Android mobile devices
 - » Adjustable motorcycle performance to enable sportier or more economical riding
 - » Customizable display reports precise state of charge and real time power usage while riding
- **Refined and sophisticated new look with integrated storage option**
 - » All-black frame, black bodywork and subtle black graphics
 - » Lockable storage option available in place of a second module
- **Optimized rider interface with a stiff frame and robust componentry**
 - » Wide triple clamp and front hub for improved cornering
 - » Robust, wider and stiffer swing arm with adjustable rear axle
 - » Ergonomic frame geometry, handlebars and foot pegs
 - » Motor is a stressed member of the frame to increase stiffness for improved handling
 - » 21" front and 18" rear tires for improved handling and more tire options
- **Integrated components and refined bodywork for improved "fit and finish," durability and reliability**

ZERO XU™ URBAN CROSSER

MEET THE ZERO XU GENERAL PRODUCT INFO & SPECS

The Zero XU is an innovative, lightweight, electric motorcycle that blends industry-leading technology, performance and practicality to deliver the ultimate urban commuter and all-around fun motorcycle. A low seat height, zero-shift operation and removable modular power pack technology allow riders of all kinds to navigate the city with a new kind of freedom.

Ride the way you want. Roll on the throttle, relax and leisurely wind your way from one destination to the next. Or... take full advantage of instant and seamless acceleration at any RPM. Designed for utility and pure enjoyment, the Zero XU transforms the city into a motorcycle amusement park.

Built around Zero's lightweight aircraft-grade aluminum frame, the Zero XU is styled to be minimalistic, strong, eye-catching and comfortable. As with Zero's entire model line, the 2013 Zero XU costs only cents to recharge and, with its maintenance-free powertrain, is one of the most economical motorcycles to own and operate.

PRICING AND WARRANTY

The Zero XU starts at \$7,995 MSRP for the ZF2.8 and \$10,490 MSRP for the ZF5.7. Some countries or states may offer incentives. Financing may be available to qualifying customers at participating dealers. The motorcycle can be ordered from authorized Zero Motorcycles dealers and will begin shipping in the United States during January. The Zero XU comes with a 2-year limited warranty. Price does not include local shipping, applicable taxes, PDI and road registration fees.



SPECIFICATIONS » ZERO XU

	ZF2.8	ZF5.7	MOTOR	ZF2.8	ZF5.7
RANGE*					
City	38 mi (61 km)	76 mi (122 km)	Max torque	42 ft-lbs (57 Nm)	42 ft-lbs (57 Nm)
Highway (55 mph)	24 mi (39 km)	48 mi (77 km)	Max power	27 hp (20 kW) @ 4,000 RPM	28 hp (21 kW) @ 4,000 RPM
» Combined	29 mi (47 km)	59 mi (95 km)	Top speed	77 mph (124 km/h)	77 mph (124 km/h)
Highway (70 mph)	17 mi (27 km)	35 mi (56 km)	Type	Z-Force™ 75-5 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor	
» Combined	24 mi (39 km)	48 mi (77 km)	Controller	High efficiency, 250 amp, 3-phase brushless controller with re-generative deceleration	
POWER SYSTEM			DRIVETRAIN		
Est. pack life to 80% (city)	85,000 mi (137,000 km)	170,000 mi (274,000 km)	Transmission	Clutchless direct drive	
Power pack	Z-Force™ Li-Ion intelligent modular	Z-Force™ Li-Ion intelligent modular	Final Drive	132T / 25T, Poly Chain® GT® Carbon™ belt	
Maximum capacity	2.8 kWh (expandable)	5.7 kWh	CHASSIS / SUSPENSION / BRAKES		
Charger type	650 W, integrated	650 W, integrated	Front brakes	Nissin 2 piston hydraulic, 221x4.5 mm disc	
Charge time to 100% to 95%	4.1 hr 3.7 hr	7.8 hr 7.4 hr	Rear brakes	Nissin 1 piston hydraulic, 221x4.5 mm disc	
CHAdEMO charge to 95% (acc.)	1 hr	1 hr	Front suspension travel	5.12 in (130 mm)	
Input	Standard 110V or 220V	Standard 110V or 220V	Rear suspension travel	5.79 in (147 mm)	
ECONOMY			Front tire	MJ90-19	
Equivalent fuel economy (city)	512 MPGe (0.46 L/100 km)	512 MPGe (0.46 L/100 km)	Rear tire	110/90-16	
Typical cost to recharge	\$0.30	\$0.60	Front wheel	1.85x19	
DIMENSIONS			Rear wheel	2.15x16	
Wheel base	55.1 in (1,400 mm)	55.1 in (1,400 mm)			
Seat height (standard)	31.1 in (790 mm)	31.1 in (790 mm)			
Low seat height (accessory)	29.1 in (739 mm)	29.1 in (739 mm)			
Rake	25.0°	25.0°			
Trail	3.4 in (87 mm)	3.4 in (87 mm)			
WEIGHT					
Frame	17 lb (7.7 kg)	17 lb (7.7 kg)			
Curb weight	225 lb (102 kg)	267 lb (121 kg)			
Carrying capacity	355 lb (161 kg)	313 lb (142 kg)			

*Range varies based on riding style.



ZERO XU – SUMMARY OF WHAT’S NEW

The Zero XU powertrain has been entirely revamped for 2013 and, as with all 2013 Zero Motorcycles models, uses a new Z-Force™ motor. Offering 91% more torque and twice the power, the Zero XU gets around the city quickly with 81% more range that yields 76 miles of city riding. Now featuring the world’s first truly modular power pack system, the Zero XU is available in two configurations: ZF2.8 (one module), ZF5.7 (two modules). The lockable modules can be individually added or removed, regardless of state of charge, in less than a minute. As with the rest of the 2013 lineup, the Zero XU can be charged to 95% at CHAdeMO charging stations in an hour or less using an optional accessory.

From the new red bodywork to the revised black frame, the Zero XU now looks more contemporary. In addition, Nissin brakes, a new swingarm and wider triple clamps increase overall control and stiffness to improve ride quality. Offering a new level of personalization, the Zero XU works with mobile devices, via Bluetooth, to allow riders to view a customizable dashboard of detailed riding information and adjust the performance characteristics of the motorcycle.

PRODUCT UPGRADES – POINT BY POINT

- **Revolutionary Z-Force™ motor increases power by up to 100%**
 - » Dramatically increased torque and a broader power band resulting in exceptional acceleration
 - » Up to 28 hp and 42 ft-lbs of torque
 - » Top speed of 77 mph
 - » Designed from the ground up by Zero Motorcycles to be the world’s most efficient, powerful, compact, brushless and sealed air-cooled motor
 - » Sophisticatedly simple “just ride” direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
 - » Requires no routine maintenance and operates with such high efficiency that it does not require any complex cooling system
- **Up to 76 miles range with innovative new modular Z-Force™ power pack technology**
 - » World’s first fully modular Z-Force™ quick-swap technology allows riders to easily upgrade from 2.8 kWh (max) to 5.7 kWh (max) in seconds
 - » Can be ridden with either one or two modules – allowing customers to purchase the motorcycle with one module and upgrade at any time
 - » Modules can be swapped in and out regardless of individual state of charge
 - » Charge either the ZF2.8 or ZF5.7 to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
 - » New life-of-motorcycle cell technology offers a high cycle life and increased charge/discharge efficiency
 - » With an optional accessory the modules can be removed and charged anywhere
- **Powerful new Nissin braking system**
- **Smartphone integration and new Zero Motorcycles mobile app**
 - » Bluetooth enabled connectivity for both iPhone and Android mobile devices
 - » Adjustable motorcycle performance to enable sportier or more economical riding
 - » Customizable display reports precise state of charge and real time power usage while riding
- **Refined and sophisticated new look with integrated storage option**
 - » Refined frame and now sharing the sleek bodywork of the Zero MX and Zero FX
 - » Lockable storage option available in place of a second module
 - » All-black frame, red bodywork and completely revised graphics
- **New frames with completely revamped and improved rider interfaces**
 - » Wider triple clamp and front hub for improved cornering
 - » More robust, wider and stiffer swing arm with adjustable rear axle
 - » More ergonomic frame geometry, handlebars and foot pegs
 - » Motor is now a stressed member of the frame to increase stiffness for improved handling
- **New integrated components for improved “fit and finish,” durability and reliability**

ZERO MX™ MOTOCROSS

MEET THE ZERO MX GENERAL PRODUCT INFO & SPECS

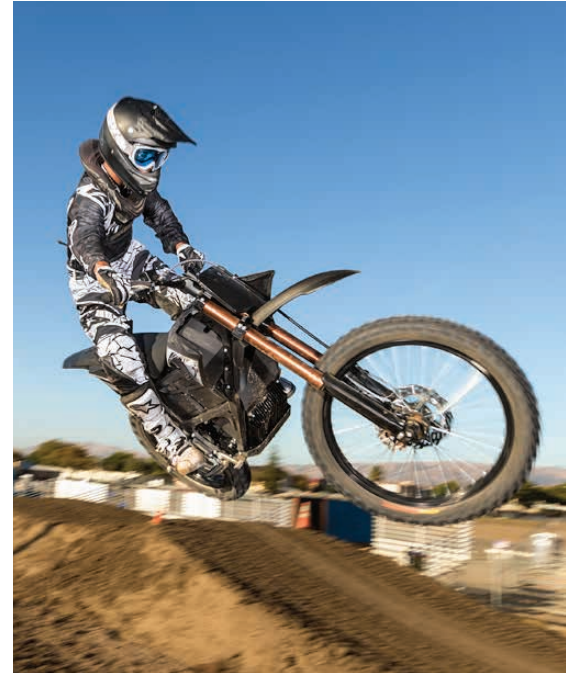
Responsive. Planted in the corners. Tuned for flight. Twist the throttle and start carving the track. Silent and powerful, the full sized Zero MX opens a visceral new world of moto possibility.

The Zero MX takes revolutionary electric motorcycle technology to the track, trail and even your back yard. Incredibly tough and lightweight, the Zero MX uses a finely tuned and fully adjustable suspension system to absorb aggressive terrain and give you an edge. Combined with state-of-the-art Z-Force™ technology and an ultra-light frame design, the Zero MX is agile and fast where it counts.

Based on the World Electric Indoor Motocross championship-winning machine, the Zero MX has taken huge leaps forward in terms of power and gives you an edge over the competition. Finely crafted by the Zero engineering team, the Zero MX launches higher and lands smoother than ever before. Track tuned suspension and an industry leading power-to-weight ratio results in a dirt bike with uninhibited responsiveness. Alloy motocross wheels take the hits while smoothly maintaining control. Intensity combines with silence to open up a new world of riding possibilities. Think about it: if no one heard you riding, where would you ride?

PRICING AND WARRANTY

The Zero MX starts at \$9,495 MSRP for the ZF2.8 and \$11,990 MSRP for the ZF5.7. Some countries or states may offer incentives. Financing may be available to qualifying customers at participating dealers. The motorcycle can be ordered from authorized Zero Motorcycles dealers and will begin shipping in the United States during January. The Zero MX comes with a 1-year limited warranty. Price does not include local shipping, applicable taxes, PDI and road registration fees.



SPECIFICATIONS » ZERO MX

RANGE*	ZF2.8	ZF5.7	MOTOR	ZF2.8	ZF5.7
Trail	30-70 min	50-140 min	Max torque	68 ft-lbs (92 Nm)	68 ft-lbs (92 Nm)
Track	20-60 min	35-120 min	Max power	27 hp (20 kW) @ 4,300 RPM	54 hp (40 kW) @ 4,300 RPM
POWER SYSTEM			Top speed	85 mph (137 km/h)	85 mph (137 km/h)
Est. pack life to 80% (trail)	1,870 hrs	3,560 hrs	Type	Z-Force™ 75-7 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor	
Est. pack life to 80% (track)	1,500 hrs	2,910 hrs	Controller	High efficiency, 420 amp, 3-phase brushless controller with re-generative deceleration	
Power pack	Z-Force™ Li-Ion intelligent modular	Z-Force™ Li-Ion intelligent modular	DRIVETRAIN		
Maximum capacity	2.8 kWh (expandable)	5.7 kWh	Transmission	Clutchless direct drive	
Charger type	1 kW, standalone	1 kW, standalone	Final drive	65T / 12T, 520 chain	
Charge time to 100% to 95%	2.7 hr 2.2 hr	4.9 hr 4.4 hr	CHASSIS / SUSPENSION / BRAKES		
Quick 2x charger to 95% (acc.)	1.1 hr	2.2 hr	Front brakes	Nissin 2 piston hydraulic, 221x4.5 mm disc	
Input	Standard 110V or 220V	Standard 110V or 220V	Rear brakes	Nissin 1 piston hydraulic, 221x4.5 mm disc	
ECONOMY			Front suspension travel	9.44 in (240 mm)	
Typical cost to recharge	\$0.30	\$0.60	Rear suspension travel	8.94 in (227 mm)	
DIMENSIONS			Front tire	80/100-21	
Wheel base	55.9 in (1,420 mm)	55.9 in (1,420 mm)	Rear tire	110/100-18	
Seat height (standard)	35.9 in (912 mm)	35.9 in (912 mm)	Front wheel	1.60x21	
Low seat height (accessory)	33.9 in (861 mm)	33.9 in (861 mm)	Rear wheel	2.15x18	
Rake	26.2 °	26.2 °			
Trail	4.4 in (111 mm)	4.4 in (111 mm)			
WEIGHT					
Frame	17 lb (7.7 kg)	17 lb (7.7 kg)			
Curb weight	223 lb (101 kg)	265 lb (120 kg)			
Carrying capacity	357 lb (162 kg)	315 lb (143 kg)			

*Range varies based on riding style.



ZERO MX – SUMMARY OF WHAT’S NEW

The fastest way to shave time off your best lap... the 2013 Zero MX. Now full sized and featuring a new Z-Force™ motor, the 2013 Zero MX is up to 125% more powerful and offers 51% more torque. With 68 ft-lbs and up to 54 hp, the Zero MX accelerates hard, with incredibly smooth throttle control, to allow off-road riders to take bigger jumps and corner faster. When rolling off the throttle riders can now take advantage of regenerative braking to both modulate speed and extend ride times. Adding an interesting twist to competitive riding, performance characteristics of the Zero MX are adjustable via Bluetooth and a compatible mobile device. To improve handling, the Zero MX has a larger rear shock with a lower compression ratio as well as a wider front fork to improve torsional rigidity.

The Zero MX features the world's first truly modular power pack system and is available in two configurations: ZF2.8 (one module), ZF5.7 (two modules). The lockable modules can be individually added or removed, regardless of state of charge, in less than a minute. Charge times can be cut in half using an optional quick charge system, or down to as little as an hour to reach 95% with the CHAdeMO accessory (CHAdeMO charging requires a supporting charge station). The sealed Z-Force™ motor virtually eliminates all routine powertrain maintenance and drives the rear wheel by way of a beefier 520 chain. Owning a Zero has never been easier.

PRODUCT UPGRADES – POINT BY POINT

- **Revolutionary Z-Force™ motor increases power by up to 125%**
 - » Dramatically increased torque and a broader power band resulting in exceptional acceleration
 - » Up to 54 hp and 68 ft-lbs of torque
 - » Top speed of 85 mph
 - » Designed from the ground up by Zero Motorcycles to be the world's most efficient, powerful, compact, brushless and sealed air-cooled motor (keeps out dirt and debris)
 - » Sophisticatedly simple “just ride” direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
 - » Requires no routine maintenance and operates with such high efficiency that it does not require any complex cooling system
- **Up to 80% longer ride times with innovative new modular Z-Force™ power pack technology**
 - » World's first fully modular Z-Force™ quick-swap technology allows riders to easily upgrade from 2.8 kWh (max) to 5.7 kWh (max) in seconds
 - » Can be ridden with either one or two modules – allowing customers to purchase the motorcycle with one module and upgrade at any time
 - » Modules can be swapped in and out regardless of individual state of charge
 - » Charge either the ZF2.8 or ZF5.7 to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
 - » New life-of-motorcycle cell technology offers a high cycle life and increased charge/discharge efficiency
 - » With an optional accessory the modules can be removed and charged anywhere
 - » Standard charge times can be cut in half using an optional quick charge kit
- **Powerful new Nissin braking system**
- **Regenerative braking provides improved speed modulation and recharges the power pack when decelerating**
- **Smartphone integration and new Zero Motorcycles mobile app**
 - » Bluetooth enabled connectivity for both iPhone and Android mobile devices
 - » Adjustable motorcycle performance to enable sportier or more economical riding
 - » Customizable display reports precise state of charge and real time power usage while riding
- **Full sized with stiffer frame and improved rider interface**
- **21” front and 18” rear tires for improved off-road handling and more tire options**
 - » Wider triple clamp and front hub for improved cornering
 - » More robust, wider and stiffer swing arm with adjustable rear axle
 - » More ergonomic frame geometry, handlebars and foot pegs
 - » Motor is now a stressed member of the frame to increase stiffness for improved handling
 - » All-black frame, black bodywork and completely revised graphics
- **Retuned front suspension, a lower leverage ratio on the rear and a larger rear shock provides better control in aggressive terrain**
- **New 520 chain and an improved guide accommodates increased torque and power while also reducing chain noise**
- **New integrated components for improved “fit and finish,” durability and reliability**

Z-FORCE™ MOTOR

The Z-Force™ motor was developed from the ground up by Zero Motorcycles to be highly optimized for efficiency, power and size. With nearly the same weight and volume as the 2012 motors, the revolutionary Z-Force™ motor technology can produce 125% more power and 91% more torque. Even more impressive, the compact brushless motor requires no liquid or forced-air cooling. By placing the heat-producing elements towards the outside, where the heat radiates away via aluminum cooling fins, the motor is completely sealed and requires no routine maintenance.

While incredibly sophisticated, the Z-Force™ motor is designed to make the ownership experience simple and exhilarating. All extra parts, maintenance concerns and weight have been eliminated to help riders focus on the best part of owning a motorcycle – the ride.

- » Available in two configurations: 75-5 and 75-7
- » Capable of as much as 54 hp and 70 ft-lbs of torque
- » Impressive torque and a broad power band
- » Designed from the ground up by Zero Motorcycles to be the best electric motorcycle motor
- » Efficient, powerful, compact, brushless and sealed
- » Requires no routine maintenance
- » Passively air-cooled requiring no complex cooling systems

ZERO MOTORCYCLES APP

Customizing performance takes on new meaning with the Zero Motorcycles app. Not only does our app allow riders to view a real-time customizable dashboard, it also allows riders to actually change the performance characteristics of their motorcycle. Using Bluetooth-enabled iPhone and Android mobile devices, riders can adjust acceleration, top speed and regenerative braking to their exact specifications.

Our app provides two fundamental interfaces. The riding interface can be customized to show real-time data and acts as a secondary, more detailed motorcycle dashboard. When parked, our app provides riding statistics, motorcycle data, helps with any diagnostics and allows the rider to customize both the motorcycle performance and the riding dashboard.

- » Bluetooth enabled connectivity for both iPhone and Android mobile devices
- » Adjustable motorcycle performance to enable sportier or more economical riding
- » Customizable display reports precise state of charge and real-time power usage while riding



ZERO MOTORCYCLES ACCESSORIES AND APPAREL

For 2013, Zero Motorcycles will be launching over 23 new accessories as well as a full line of apparel. Designed in close collaboration with some of the industry's leading aftermarket suppliers, each accessory has been engineered to work seamlessly with the new lineup. Now customers can customize their motorcycle with a variety of options. Those interested in Zero Motorcycles gear will also find wide-ranging options that include custom branded jackets, shirts, gloves and more.

NEW ACCESSORIES AND APPAREL INCLUDE

- » Over 23 new bolt-on accessories
- » CHAdeMO kit enables a 95% charge on any motorcycle in one hour or less (requires a supporting charging station that is increasingly available at public charge points). The 'topping off' of the last 5% takes around 30 minutes.
- » Heated grips (with memory settings)
- » Hard luggage accessory kit developed in collaboration with GIVI
- » New Smartphone mounts to provide easy access to the Zero Motorcycles app
- » Windscreen and flyscreen options
- » Off-road handguards
- » Gearing options to customize performance
- » Conductive-tipped leather riding gloves to allow touch screen navigation
- » Zero Motorcycles leather and textile riding jackets
- » Completely new T-shirt collection

MORE ON CHAdeMO

The CHAdeMO fast charging standard is the most widely adopted DC Fast Charging standard and has over 1600 installed stations worldwide, with an additional 1000 in Europe expected before the end of 2013. According to Nissan estimates, 2000 fast chargers will be installed in the US by the end of 2014, with at least 400 in California alone, supported by government EV infrastructure spending. Based on Pikes Research estimates, 115,000 of these chargers will be installed by 2017.

TEAM ZERO—STRUCTURED FOR GROWTH



Richard Walker
CEO

Richard joins Zero Motorcycles from Control4 Corporation, a leading provider of personalized home automation and control solutions, where he served as Executive Vice President for Product Development and Product Operations. At Control4 he was responsible for overseeing product management, engineering, quality, customer training, customer support and supply chain operations. He comes to Zero with an extensive consumer products background having previously been General Manager of Hewlett Packard's \$6B consumer desktop PC business unit comprising the HP Pavilion, Compaq Presario and HP TouchSmart product lines. Under his leadership and direction, profits improved significantly and revenues grew 15%.

Richard brings a wealth of global business experience to Zero. He has lived and worked in Europe, North America and Asia. Having developed and executed growth plans for the emerging markets of China, India, Russia and Brazil while at HP, he not only understands the tremendous growth opportunities these countries represent, he also understands the unique challenges of each market. At Zero he takes on the leadership responsibility for establishing the company as the premier global provider of electric motorcycles to consumers and commercial customers.



Abe Askenazi
CTO

Abe is a passionate engineer and motorcyclist who did his Master's Thesis on "The Dynamics of Motorcycles." Abe worked at Buell Motorcycle Co. for 15 years, where he rose to the position of Sr. Director of Analysis, Test and Engineering Process, reporting to Erik Buell and actively participating in Harley-Davidson Inc.'s Senior Leadership Group. He provided increasing levels of leadership to multi-functional teams in the delivery of 26 high-performance motorcycle models across 4 different platforms, resulting in the production of over 130k vehicles yielding over \$1B in sales.

In 2010, Abe was recruited by Zero Motorcycles as VP of Engineering to head the development of a full line of industry-leading, on-road and off-road electric Motorcycles. In 2011, Abe was promoted to the role of Chief Technology Officer and led his team in delivering the first mass-produced electric motorcycles capable of exceeding 100 miles on a single charge, with batteries that last up to 300,000 miles, and with powertrains that are completely maintenance-free.

Abe has numerous patents for motorcycle components and has published a textbook and multiple articles on analytical engineering.



John Borofka
CFO

John brings strategic and financial guidance to Zero Motorcycles since joining the company in January of 2010. In addition to overall financial management of the company, John leads the strategic planning and reporting processes. Prior to joining Zero Motorcycles, John worked as a consultant with the Boston Consulting Group where he assisted clients in tackling their top business issues. His work at the Chicago office of BCG spanned numerous functions including international growth strategies and process redesigns across various industries including consumer and industrial goods. John graduated from Duke University after studying Mechanical Engineering and Economics.



Scot Harden
VP of Global
Marketing

Scot brings more than 40 years of racing, management, product development and brand building experience in the motorcycle industry to Zero. Inducted into the AMA Hall of Fame in 2008, Scot has amassed 20 different International motorcycle racing titles and more than 200 wins including two SCORE Baja 1000 wins, three SCORE Baja 500 wins and two SCORE Championship titles. Throughout his career Harden has held executive sales, marketing and race team management positions with leading European motorcycle OEMs, including KTM and Husqvarna. His track record for building brands and companies is well known throughout the industry.



John Lloyd
VP of Global Sales

John's love of motorcycles started as a young kid growing up in the high desert of California. Keeping his motorcycle interests alive he spent the 22 years prior to Zero Motorcycles developing and managing several sales and operations organizations for large and startup companies. His varying global sales experiences with innovative technology based startups influenced his creativity towards leading edge sales models that drive competitive advantages of the companies he helps grow. John combines his passion of motorcycles, years of technology-based startups, and interest in alternative fuel technologies into a "perfect storm" that enables Zero Motorcycles and our selling partners worldwide with the best chances of success.

John has a BS degree in Computer Science and Business from San Francisco State University.



Mark Kennedy
VP of Manufacturing
and Logistics

With over 20 years in the motorcycle industry, Mark is a senior executive who brings an impressive track record of building and overseeing world class teams. Having started his career on Triumph's production line, Mark moved up the ranks taking on a broad range of management roles in logistics, production, quality control, sales and marketing. As the General Manager of Triumph France, Belgium, Holland and Switzerland, Mark was able to turn around an unprofitable business by streamlining the operation and increasing revenue by 81 percent. Most recently Mark was the CEO of Triumph North America where he grew market share by 23 percent by focusing on and improving brand awareness, dealer relationships and sales performance.

As a lifelong motorcyclist, Mark has been riding for more than 30 years during which he's competed both in motocross and road racing.



Jay Friedland
VP of Strategy
and Sustainability

Working with Congress as well as consumers, industry, and environmental leaders, Jay helped drive the inclusion of over \$14B in US government funding for plug-in vehicles, including the 10% US Federal Tax Credit for electric motorcycles, as part of the American Recovery and Reinvestment Act of 2009. Jay also serves as the Legislative Director of Plug In America, advocating for policy which broadly supports electric and plug-in vehicles. A self-described serial entrepreneur, he has built successful companies as well as developing key industry alliances between companies both large and small.







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SCAN TO
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