Greetings from Zero Motorcycles,

Any way you measure it, 2013 was a phenomenal year for Zero Motorcycles. We received more accolades from the press, earned more trophies at the track and generated more glowing testimonials from our customers than ever before. And you would think that once a company is named to as many top ten lists and received as many best in class awards as Zero Motorcycles we could rest on our laurels. Well, think again! If anything we've substantially upped the ante in 2014 in an effort to put even more distance between ourselves and the competition. We started by listening to the marketplace, narrowing our product range and focusing our development resources on our most popular models, the Zero S “Streetfighter”, the Zero DS “Dual Sport” and the Zero FX, the ultimate inner city/off-road trail hooligan motorcycle. These three models make up the core of our 2014 line. Within the line we offer a wide range of design, reliability and performance improvements including an all new Power Tank option (installed as an aftermarket accessory item by your Zero dealer) for the Zero S and DS models. Zero's Power Tank feature can extend range to as much as 171 miles on the Zero S 11.4 kWh model, making it the longest range electric motorcycle ever offered.

In addition to the Power Tank extended range option, Zero is offering its first ever super high performance model, the Zero SR. The Zero SR is based on Zero's highly popular “S” (Streetfighter) model and offers an incredible 67 hp and a mind blowing 106 ft-lb of torque. The SR is an absolute rocket ship of a motorcycle. All this power would be useless if it wasn't harnessed by major improvements to the chassis and suspension. So, we've included a beefier 43 mm front suspension, improved rear suspension, new triple clamps, a more robust frame/swingarm design, increased ground clearance (on the S model) and improved rear brake calipers and larger diameter rotors on every model in the line.

You will also notice a much more refined look and feel to the entire Zero product range as we've spent a great deal of time sweating the details. This is evident as soon as you climb on board as our new cockpit layout and instrumentation package offers increased utility, a sleeker look and more aerodynamic integration with the headlight. And don't forget Zero's revolutionary App that allows the customer to custom tune the power and regeneration settings on his/her motorcycle. For 2014 we've incorporated a number of upgrades and improvements to our App that all deliver improved utility, function and ownership experience. Backing all this up is the most aggressive battery warranty in the electric motorcycle industry. 5 Years or 100,000 miles, whichever comes first, on every 2014 Zero S, SR and DS model.

Last but not least, Zero Motorcycles is launching a new logo and trademark. The new logo and trademark is based on extensive research and our desire to express the Zero brand attributes more clearly and more emphatically. Our California heritage, unique riding experience and the “unridden territory” that lies at the heart of every Zero motorcycle is expressed through our new corporate logos, trademarks and tag lines. These are dynamic and exciting times for sure at Zero Motorcycles.

In this press kit you will find comprehensive information on our entire 2014 model line including concise product overviews, detailed features and specifications. Please take a few minutes to familiarize yourself with the contents of this package. If you have additional questions do not hesitate to contact us.

Of course, we understand that to truly appreciate these fantastic new motorcycles you need to ride one. Zero Motorcycles invites you to discover the sophisticated simplicity of riding the most advanced production electric motorcycle in the world today. Come to an event or schedule a test ride with our media department.

2014 is sure to be another record year for Zero Motorcycles. Come join us for the ride of a lifetime.

Sincerely,

Scot Harden
VP of Global Marketing
# TABLE OF CONTENTS

About Zero Motorcycles

- The Story .......................................................... 5
- The Mission .......................................................... 5
- The Growth Strategy – Building a Global Brand ............... 6
- A Global Impact – Gaining Widespread Recognition.......... 9
- Government Incentives, Initiatives and Support ................. 11

2014 Launch Overview

- What's New for 2014 – A Summary ................................ 14

Zero S – Streetfighter

- Meet the Zero S – General Product Information ............... 16
- Summary of What's New .......................................... 17
- Introducing the Zero SR ........................................... 18
- Product Upgrades – Point by Point ................................ 20
- Specifications ....................................................... 21

Zero DS – Dual Sport

- Meet the Zero DS – General Product Information ............... 22
- Summary of What's New .......................................... 23
- Product Upgrades – Point by Point ................................ 24
- Specifications ....................................................... 25

Zero FX – Stealth Fighter

- Meet the Zero FX – General Product Information ............... 26
- Summary of What's New .......................................... 27
- Product Upgrades – Point by Point ................................ 28
- Specifications ....................................................... 29

- Police and Security Motorcycles ................................. 30
- Military Motorcycles .............................................. 32

Technology

- Z-Force® Motor ................................................. 34
- Z-Force® Power Pack and Power Tank ........................ 34
- Zero Motorcycles App ........................................... 35
- Powertrain Division ............................................... 36
- Accessories and Apparel ......................................... 36
- Team Zero – Structured for Growth .............................. 38
“...NOT EVOLUTIONARY, BUT REVOLUTIONARY.”
— Consumer Reports
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.
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 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, which includes a focus on both consumer and fleet applications.

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, fleet buyers 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 available on the market today. With the intent of combining the long-perfected aspects of traditional motorcycles with today’s most advanced technology, 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 electric motorcycle 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 departments. When a customer orders a motorcycle from Zero they can do so with confidence. Zero guarantees the quality of its products and backs every motorcycle shipped with a two-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.

DIVERSE PRODUCT LINE – MOTORCYCLES TO MEET TODAY’S NEEDS

Zero has developed a product line to meet the wide-ranging demands of individual customers as well as governments, organizations and businesses. Zero drives innovation through extensive research and development, and will continue to bring new motorcycles to market to accommodate growing consumer and fleet demand.

INNOVATIVE POWERTRAIN – RUGGED, ROBUST, PATENTED & DELIVERED

Zero’s innovation centers around its revolutionary powertrain technology that is designed to safely withstand the demands of aggressive off or on-road use. The result is a safe and incredibly powerful technology that scales rapidly, is long lasting and reliable.

Zero’s powertrain division offers other businesses the opportunity to integrate the Z-Force® powertrain into applications that will benefit from a powerful, compact, maintenance-free and clean power source.

INNOVATIVE SALES AND SUPPORT MODEL – LEAN, PERSONAL & STREAMLINED

From start to finish, Zero takes care of 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, ensuring owner needs are met and maximizing owner benefits. Zero streamlines customers’ buying experiences 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 electric motorcycle engineering and manufacturing team in the world, 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 ensures that products in its consumer product development pipeline are well tested and can be moved rapidly into customers’ hands before revealing details to the press.
"BEST ELECTRIC MOTORCYCLE OF 2013"
– Motorcycle.com
ABOUT ZERO MOTORCYCLES

A GLOBAL IMPACT –
GAINING WIDESPREAD RECOGNITION

“Forget for a moment all the hype about reducing energy costs and the stuff about saving the planet—after five minutes aboard one of the new Zeros you’ll have a smile on your face. Not because you’re sipping electrons instead of fossil fuels, but because you’re having a great time on an exciting and unique motorcycle.”

Motorcyclist

“…A perfect bike for the urban rider looking to conquer a commute that covered city streets.”

Forbes

“It is easy to grow accustomed to such civilized transportation. We rode a gas-powered bike after the Zero, and it seemed oily, noisy, and complex.”

Popular Mechanics

“…It’s really the torque you notice most as it’s got arm-pulling power never experienced before on an electric bike.”

Cycle News

“The Zero has the power to inspire that smirk of speed euphoria I crave from a bike – something that hasn’t been lost with the removal of a traditional internal combustion engine.”

WIRED Magazine

“Bottom line: Quiet though it may be… this bike can rock.”

Autoweek
“BOTTOM LINE: QUIET THOUGH IT MAY BE... THIS BIKE CAN ROCK.”

~ Autoweek
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 to reduce pollution or accelerate 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
“...I DID MY BEST TO KEEP THE SPEEDS SANE WITH THE FRONT WHEEL ON THE GROUND.”

– Forbes
SANTA CRUZ, CA (Nov. 5, 2013) – Zero Motorcycles, the global leader in the electric motorcycle industry, today announced its 2014 model line which features a new Z-Force® Power Tank accessory that allows riders to travel up to 171 miles in the city or 88 miles on the highway. Providing customers with the unique ability to increase energy storage capacity during or after purchase, the Power Tank can be added to any 2014 Zero S or Zero DS model. The company also announced a new “R” configuration of their award winning Zero S model that offers riders 56% higher torque and 24% more power. Available in a new deep red color, the Zero SR offers riders 106 ft-lb of torque through a wide power band and does 0-60 mph in 3.3 seconds using Zero’s highly efficient direct drive system. The Zero SR, as well as the entire lineup, includes improved suspension, well-integrated new design elements and a sleek new dash.

“For 2014 we focused on evolving the features that customers appreciate most while also providing more value. The results include impressive options for increased range and improved performance at more competitive price points than ever before,” said Richard Walker, CEO of Zero Motorcycles. “Additionally we are excited to announce five-year standard power pack warranties for every new model that cover up to 100,000 miles. As always, we invite consumers to discover the thrill of riding a Zero by contacting an authorized dealer to sign up for a test ride or to place an order. The new lineup arrives in January.”

A signal that the technology has matured, the latest California built electric motorcycle line represents an evolution of an already cutting edge product line and uses the same core Z-Force® technology as last year’s models. The new features of the 2014 model line largely revolve around refining general motorcycle componentry and design. The suspension of every model has been upgraded with more robust 43 mm front forks and a completely reworked rear shock. The front forks of each motorcycle are now connected with wider triple clamps that are seamlessly integrated into the bodywork and front headlights. Facing the rider, an entirely new dash with a high-contrast, cool blue backlit LCD screen lists out useful riding information and motorcycle statistics. The display also indicates to the rider whether they are in the “eco,” “sport,” or the new “custom” riding mode. Using new right hand switch gear, riders can toggle between the different performance profiles. They can also set the custom performance profile using the Zero Motorcycles app, which now supports English, German, French, Spanish and Dutch.

After conducting market research and listening to customers, Zero has chosen to refine the consumer product line to three core models: the Zero S, Zero DS and Zero FX. The intent of this approach is to put more time and effort into perfecting the motorcycle experience that customers value most, while also providing even more value in each model. Riders will see and feel some of the difference this makes immediately with newly designed bodywork elements, neatly integrated componentry, improved braking and better handling on account of increased torsional rigidity in the chassis. As a result of the refined model offerings, the price of the Zero S and Zero DS models have actually come down by around $1,000 as compared against the 2013 lineup.

“The 2014 model line is engineered around our guiding principle of sophisticated simplicity,” said Abe Askenazi, CTO of Zero Motorcycles. “Driven by the powersports industry’s most advanced electric powertrain, each model delivers a thrilling experience that distills riding into its most enjoyable elements, while virtually eliminating all routine powertrain maintenance and peripheral distractions. Customers will be thrilled with the performance, quality and refinement that each model has to offer.”

There are a number of new design elements on each model that range from large and eye-catching to merely refined and subtle. The Zero S and Zero DS now feature an aerodynamic chin fairing that funnels air into the powertrain to provide additional air-cooling. Projector beam headlights illuminate the road for the Zero FX and are housed in aggressive black bodywork that beautifully ties into Zero’s new dash. The Zero FX also features a new seat that provides a passenger area and owners can purchase passenger pegs as an aftermarket accessory. Overall, every component is designed with purpose and to create the riding experience of a premium electric motorcycle that is designed to thrill.
WHAT’S NEW FOR 2014 – A SUMMARY

The Zero Motorcycles 2014 model line represents an evolution of our highly successful 2013 electric motorcycles. The new models offer riders options for increased range and performance while also featuring sophisticated new design elements and improved rider interfaces. Built using our advanced Z-Force® powertrain, the 2014 lineup offers riders the most advanced electric motorcycle powertrain in the industry and an exceptionally pure riding experience.

UP TO 171 MILES WITH THE POWER TANK ACCESSORY

» Extend the range of the 2014 Zero S or Zero DS by adding a ZF2.8 kWh module
» Upgrade your motorcycle with increased range at any time during or after purchase
» Can be installed quickly at Zero Motorcycles authorized dealerships
» Includes new bodywork in the tank section of the motorcycle
» Replaces the tank bag area of the motorcycle

INTRODUCING THE ZERO SR

» High performance motor with increased temperature magnets for improved sustained power output at higher speeds
» More powerful motor controller with a sleek heat sink design
» Up to 106 ft-lb of torque, 67 hp and 102 mph
» The only 2014 model offered in red

IMPROVED SUSPENSION

» New, more integrated triple clamps
» New 43 mm forks across the entire model line for increased torsional rigidity and more precise steering
» Completely reworked internal settings on all rear shocks for more comfort and control

NEW BODYWORK AND DESIGNS ACROSS THE MODEL LINE

» Dynamic new chin fairing on the Zero S and Zero DS optimizes aerodynamics and provides improved powertrain cooling
» The headlight, dash, key switch and bodywork are refined to provide elegant instrumentation and a sleeker front end aesthetic
» New projector beam headlights and integrated fly screen on the Zero FX provide a more refined and contemporary front profile
**IMPROVED BRAKING SYSTEM**

» The Zero FX now features larger 240 mm rotors on the front and rear for improved braking performance

» A new rear brake caliper with a larger 240 mm rotor provides more controlled and powerful stopping power on every model

» 310 mm front rotor on the Zero S and Zero DS

**IMPROVED DASH AND CONTROLS**

» Dash has been completely redesigned

» High contrast and blue backlit LCD screen features new data that allows users to better understand their state of charge, see their current performance profile and view other useful riding information

» New and more ergonomic right-hand switch assembly with integrated switch to toggle on the fly between eco/sport/custom riding modes

» New custom riding mode setting allows riders to set their own performance profile in addition to the factory preset “sport” and “eco” riding modes (custom mode performance profile must be configured within the Zero Motorcycles App)

**REFINED CHASSIS AND HANDLING**

» New, more robust swingarm pivot design and bearings for increased torsional rigidity

» Integrated Power Tank frame structure stiffens the frames of the Zero S and Zero DS

» More robust head tube and head bearings for increased torsional rigidity and improved control

» Increased ground clearance and improved lean angle for better cornering on the Zero S

» Larger 140 rear tire on the Zero S for a larger contact patch with better traction

**ZERO FX**

» Passenger pegs available as an optional aftermarket accessory

» Dual projector beam headlights with integrated fly screen

» New seat is more integrated, more ergonomic and designed to carry a passenger
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. Pure. Powerful. Electric… and 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 breathtaking performance and a sophisticated appearance.

Featuring Zero Motorcycles’ Z-Force® motor and power pack, the Zero S pulls hard to speeds above 90 mph and offers a city range of up to 171 miles with the optional Power Tank accessory. Whether stealthily accelerating onto the highway or out of the turns, the Zero S is uniquely designed to deliver a thrilling sensation unlike any other on the road today. Are you ready?
The California-crafted 2014 Zero S represents an evolution of the award-winning 2013 model. The longest range, quickest and most sophisticated electric motorcycle in the world can now travel farther and is also available in a more powerful “R” configuration. Using the new Z-Force® Power Tank aftermarket accessory, owners of any 2014 Zero S model have the option to increase the size of their effective power pack by an additional 2.8 kWh at any time. For those interested in going faster, Zero is introducing the “R” configuration of the Zero S. Capable of speeds over 100 mph the Zero SR offers 56% more torque and 24% more power. Featuring Zero Motorcycles’ 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.

The 2014 Zero S offers riders a number of refinements that are visually impressive and will improve overall riding experience. The front of the motorcycle now features larger 43 mm forks, triple clamps that perfectly integrate with the surrounding componentry and a completely revised dash that elegantly presents riding data. To improve handling, the ground clearance of the Zero S has been raised by an inch and the torsional rigidity of the chassis has been increased by making the frame, swingarm and front end more robust. In addition, the suspension has been refined for a more comfortable ride and the brake system now offers more stopping power and control. From the redesigned chin fairing, to the seamlessly integrated dash, the 2014 Zero S is a beautifully designed machine that makes the experience of riding electric even more exhilarating than ever before.

The Zero S starts at $12,995 MSRP for the ZF8.5 and $14,995 MSRP for the ZF11.4. Excluding installation the Power Tank has an MSRP of $2,495. 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 5-year/100,000-mile warranty on the power pack.

Price does not include local shipping, applicable taxes, PDI and road registration fees.

Available Colors:

- Black
- Yellow
- Red

Zero SR only
More power. Higher top speed. Greater acceleration. The “R”
configuration of the Zero S is designed for riders who simply want to go
faster and accelerate harder. Aptly named on account of its performance
and ability to dominate, the Zero SR features a larger 660 amp motor
controller that provides over 24% more power and 56% more torque.
To accommodate the increased power, the Zero SR motor uses higher
temperature magnets to ensure better performance during extended
durations at higher speeds.

Capable of doing 0-60 mph in under 4 seconds with a top speed of over
100 mph using direct drive, the Zero SR offers spirited riders an edge in
competitive riding. The only motorcycle in the lineup available in red, the
tank section of the motorcycle is highlighted with a sophisticated “Zero
SR” emblem and the tail section features the motor controller with a bold
and elegantly designed heat sink.

### ZERO SR » SPECIFICATIONS

<table>
<thead>
<tr>
<th>RANGE</th>
<th>ZERO SR ZF11.4</th>
<th>ZERO SR ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>137 miles (220 km)</td>
<td>171 miles (276 km)</td>
</tr>
<tr>
<td>Highway, 55 mph (88 km/h)</td>
<td>85 miles (137 km)</td>
<td>106 miles (171 km)</td>
</tr>
<tr>
<td>* Combined</td>
<td>105 miles (169 km)</td>
<td>131 miles (211 km)</td>
</tr>
<tr>
<td>Highway, 70 mph (112 km/h)</td>
<td>70 miles (113 km)</td>
<td>88 miles (141 km)</td>
</tr>
<tr>
<td>* Combined</td>
<td>93 miles (149 km)</td>
<td>116 miles (186 km)</td>
</tr>
</tbody>
</table>

### MOTOR

<table>
<thead>
<tr>
<th>Max torque</th>
<th>106 ft-lb (144 Nm)</th>
<th>106 ft-lb (144 Nm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max power</td>
<td>67 hp (50 kW) @ 4,000 RPM</td>
<td>67 hp (50 kW) @ 4,000 RPM</td>
</tr>
<tr>
<td>Top speed (max)</td>
<td>102 mph (164 km/h)</td>
<td>102 mph (164 km/h)</td>
</tr>
<tr>
<td>Top speed (sustained)</td>
<td>85 mph (137 km/h)</td>
<td>85 mph (137 km/h)</td>
</tr>
</tbody>
</table>

### Type

Z-Force® 75-7 passively air-cooled, high efficiency, radial flux, permanent high-temp magnet, brushless motor

### Controller

High efficiency, 660 amp, 3-phase brushless controller with regenerative deceleration

### Final drive

132T / 30T, Poly Chain® GT® Carbon™ belt
PRODUCT UPGRADES – POINT BY POINT

- **Up to 171 miles with the Power Tank accessory**
  - Extend the range of any 2014 Zero S model with an additional 2.8 kWh
  - The Power Tank can be added at any time before or after purchase
  - Can be installed quickly at Zero Motorcycles authorized dealerships
  - Includes new bodywork in the tank section of the motorcycle
  - Replaces the tank bag area of the motorcycle

- **Introducing the Zero SR in Red**
  - High performance motor with increased temperature magnets for improved power output at higher speeds
  - More powerful motor controller with a sleek heat sink design
  - Up to 106 ft-lb of torque, 67 hp and 102 mph

- **Improved suspension for a more comfortable ride**
  - New, more integrated triple clamps
  - New 43 mm forks for increased torsional rigidity and more precise steering
  - Completely reworked internal settings on the rear shock for more comfort and control

- **Stylish new bodywork and design**
  - Dynamic new chin fairing optimizes aerodynamics and provides improved powertrain cooling
  - The headlight, dash, key switch and bodywork are refined to provide elegant instrumentation and a sleeker front end aesthetic

- **More powerful braking system**
  - New rear brake caliper with a larger 240 mm rotor provides more controlled and powerful braking
  - 310 mm front rotor for improved heat dissipation

- **Sophisticated new dash and controls**
  - Dash has been completely redesigned
  - High contrast and blue backlit LCD screen features new data that allows users to better understand their state of charge, see their current performance profile and view other useful riding information
  - New and more ergonomic right-hand switch assembly with integrated switch to toggle on the fly between eco/sport/custom riding modes
  - New custom riding mode setting allows riders to set their own performance profile in addition to the factory preset “sport” and “eco” riding modes (custom mode performance profile must be configured within the Zero Motorcycles App)

- **Refined chassis for improved handling**
  - New, more robust swingarm pivot design and bearings for increased torsional rigidity
  - Integrated Power Tank frame structure stiffens the frame
  - More robust head tube and head bearings for increased torsional rigidity and improved control
  - Increased ground clearance and improved lean angle for better cornering
  - Larger 140 rear tire for a larger contact patch and better traction

GENERAL PRODUCT FEATURES – POINT BY POINT

- 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
- Highly efficient powertrain requires no routine maintenance or complex cooling systems
- Dual level and adjustable regenerative braking
- Sophisticatedly simple “just ride” direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
- Up to three 102 volt power pack configurations allow customers to select the range that best meets their needs: 8.5 kWh, 11.4 kWh, 14.2 kWh
- More powerful braking system
- 1.3 kWh onboard charger can be plugged into any household outlet and can be used in combination with the optional Quick Charger accessory to reduce charge times
- Charge to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
- Life-of-motorcycle cell technology offers a high cycle life
- Zero Motorcycles App allows riders to adjust performance to enable sportier or more economical riding and provides detailed motorcycle statistics
- Integrated and lockable storage
- LED tail light
- Standard passenger accommodation
## ZERO S » SPECIFICATIONS

### RANGE

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>103 miles (165 km)</td>
<td>137 miles (220 km)</td>
<td>171 miles (276 km)</td>
</tr>
<tr>
<td>Highway, 55 mph (88 km/h)</td>
<td>64 miles (103 km)</td>
<td>85 miles (137 km)</td>
<td>106 miles (171 km)</td>
</tr>
<tr>
<td>* Combined</td>
<td>79 miles (127 km)</td>
<td>105 miles (169 km)</td>
<td>131 miles (211 km)</td>
</tr>
<tr>
<td>Highway, 70 mph (112 km/h)</td>
<td>53 miles (84 km)</td>
<td>70 miles (113 km)</td>
<td>88 miles (141 km)</td>
</tr>
<tr>
<td>* Combined</td>
<td>69 miles (112 km)</td>
<td>93 miles (149 km)</td>
<td>116 miles (186 km)</td>
</tr>
</tbody>
</table>

### MOTOR

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max torque</td>
<td>68 ft-lb (92 Nm)</td>
<td>68 ft-lb (92 Nm)</td>
<td>68 ft-lb (92 Nm)</td>
</tr>
<tr>
<td>Max power</td>
<td>54 hp (40 kW) @ 4,300 RPM</td>
<td>54 hp (40 kW) @ 4,300 RPM</td>
<td>54 hp (40 kW) @ 4,300 RPM</td>
</tr>
<tr>
<td>Top speed (max)</td>
<td>95 mph (153 km/h)</td>
<td>95 mph (153 km/h)</td>
<td>95 mph (153 km/h)</td>
</tr>
<tr>
<td>Top speed (sustained)</td>
<td>80 mph (129 km/h)</td>
<td>80 mph (129 km/h)</td>
<td>80 mph (129 km/h)</td>
</tr>
<tr>
<td>Acceleration, 0-60 mph (0-100 km/h)</td>
<td>4.8 seconds</td>
<td>5.2 seconds</td>
<td>5.8 seconds</td>
</tr>
<tr>
<td>Type</td>
<td>Z-Force® 75-7 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Controller</td>
<td>High efficiency, 420 amp, 3-phase brushless controller with regenerative deceleration</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### POWER SYSTEM

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Est. pack life to 80% (city)</td>
<td>231,000 miles (372,000 km)</td>
<td>308,000 miles (496,000 km)</td>
<td>385,000 miles (620,000 km)</td>
</tr>
<tr>
<td>Power pack</td>
<td>Z-Force® Li-Ion intelligent</td>
<td>Z-Force® Li-Ion intelligent</td>
<td>Z-Force® Li-Ion intelligent</td>
</tr>
<tr>
<td>Max capacity</td>
<td>8.5 kWh</td>
<td>11.4 kWh</td>
<td>14.2 kWh</td>
</tr>
<tr>
<td>Nominal capacity</td>
<td>7.5 kWh</td>
<td>10.0 kWh</td>
<td>12.5 kWh</td>
</tr>
<tr>
<td>Charger type</td>
<td>1.3 kW, integrated</td>
<td>1.3 kW, integrated</td>
<td>1.3 kW, integrated</td>
</tr>
<tr>
<td>Charge time (standard)</td>
<td>6.0 hours (100% charged) / 5.5 hours (95% charged)</td>
<td>7.9 hours (100% charged) / 7.4 hours (95% charged)</td>
<td>9.9 hours (100% charged) / 9.3 hours (95% charged)</td>
</tr>
<tr>
<td>CHAdeMO charge time (accessory)</td>
<td>1.5 hours (100% charged) / 1 hour (95% charged)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quick 2x charger time (accessory)</td>
<td>3.6 hours (100% charged) / 3.1 hours (95% charged)</td>
<td>4.6 hours (100% charged) / 4.1 hours (95% charged)</td>
<td>5.8 hours (100% charged) / 5.1 hours (95% charged)</td>
</tr>
<tr>
<td>Input</td>
<td>Standard 110V or 220V</td>
<td>Standard 110V or 220V</td>
<td>Standard 110V or 220V</td>
</tr>
</tbody>
</table>

### DRIVETRAIN

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmission</td>
<td>Clutchless direct drive</td>
<td>Clutchless direct drive</td>
<td>Clutchless direct drive</td>
</tr>
<tr>
<td>Final drive</td>
<td>132T / 28T, Poly Chain® GT® Carbon™ belt</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CHASSIS / SUSPENSION / BRAKES

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front suspension</td>
<td>43 mm inverted, aluminum slider forks with adjustable compression and rebound damping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front suspension travel</td>
<td>6.25 in (159 mm)</td>
<td>6.25 in (159 mm)</td>
<td>6.25 in (159 mm)</td>
</tr>
<tr>
<td>Rear suspension</td>
<td>Piggy-back reservoir shock with adjustable spring preload, compression and rebound damping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rear suspension travel</td>
<td>6.35 in (161 mm)</td>
<td>6.35 in (161 mm)</td>
<td>6.35 in (161 mm)</td>
</tr>
<tr>
<td>Front brakes</td>
<td>Nissin 2 piston hydraulic, 313x4 mm floating disc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rear brakes</td>
<td>J-Juan 1 piston hydraulic, 240x4.5 mm disc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front tire</td>
<td>110/70-17</td>
<td>110/70-17</td>
<td>110/70-17</td>
</tr>
<tr>
<td>Rear tire</td>
<td>140/70-17</td>
<td>140/70-17</td>
<td>140/70-17</td>
</tr>
<tr>
<td>Front wheel</td>
<td>3.00x17</td>
<td>3.00x17</td>
<td>3.00x17</td>
</tr>
<tr>
<td>Rear wheel</td>
<td>3.50x17</td>
<td>3.50x17</td>
<td>3.50x17</td>
</tr>
</tbody>
</table>

### DIMENSIONS

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheel base</td>
<td>55.5 in (1,410 mm)</td>
<td>55.5 in (1,410 mm)</td>
<td>55.5 in (1,410 mm)</td>
</tr>
<tr>
<td>Seat height</td>
<td>31.8 in (807 mm)</td>
<td>31.8 in (807 mm)</td>
<td>31.8 in (807 mm)</td>
</tr>
<tr>
<td>Rake</td>
<td>24.0°</td>
<td>24.0°</td>
<td>24.0°</td>
</tr>
<tr>
<td>Trail</td>
<td>3.2 in (80 mm)</td>
<td>3.2 in (80 mm)</td>
<td>3.2 in (80 mm)</td>
</tr>
</tbody>
</table>

### WEIGHT

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frame</td>
<td>22 lb (10 kg)</td>
<td>22 lb (10 kg)</td>
<td>22 lb (10 kg)</td>
</tr>
<tr>
<td>Curb weight</td>
<td>367 lb (166 kg)</td>
<td>399 lb (181 kg)</td>
<td>444 lb (201 kg)</td>
</tr>
<tr>
<td>Carrying capacity</td>
<td>398 lb (181 kg)</td>
<td>366 lb (166 kg)</td>
<td>321 lb (146 kg)</td>
</tr>
</tbody>
</table>

### ECONOMY

<table>
<thead>
<tr>
<th></th>
<th>ZERO S ZF8.5</th>
<th>ZERO S ZF11.4</th>
<th>ZERO S ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equivalent fuel economy (city)</td>
<td>462 MPGe (0.51 L/100 km)</td>
<td>462 MPGe (0.51 L/100 km)</td>
<td>462 MPGe (0.51 L/100 km)</td>
</tr>
<tr>
<td>Equivalent fuel economy (highway)</td>
<td>236 MPGe (1.00 L/100 km)</td>
<td>236 MPGe (1.00 L/100 km)</td>
<td>236 MPGe (1.00 L/100 km)</td>
</tr>
<tr>
<td>Typical cost to recharge</td>
<td>$0.96</td>
<td>$1.28</td>
<td>$1.60</td>
</tr>
</tbody>
</table>
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.

Propelled by the most advanced technology 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 direct-drive, fully adjustable suspension and rugged wheel set. Under technical riding conditions, Zero’s revolutionary Z-Force® motor delivers astonishing responsiveness with the twist of your wrist. As with Zero’s entire model line, the 2014 Zero DS offers a liberating ownership experience with its maintenance-free powertrain, penny per mile ‘fuel’ cost and powerful acceleration.
The Zero DS is built off the platform of the revolutionary 2014 Zero S. Similarly, it can now travel farther and features many of the same improvements as the Zero S. Using the new Z-Force® Power Tank aftermarket accessory, owners of any 2014 Zero DS model have the option to increase the size of their overall power pack by an additional 2.8 kWh up to a total of 14.2 kWh. This yields a range of 158 miles of city riding. Featuring Zero Motorcycles’ Z-Force® motor and high-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 external cooling systems whatsoever.

For improved on and off-road handling, the Zero DS now features larger 43 mm forks, a completely reworked rear shock and more robust triple clamps. The triple clamps integrate seamlessly into a sophisticated dash that elegantly presents real-time riding data and motorcycle statistics. To improve ride quality and control, the torsional rigidity of the chassis has been increased by making the frame, swingarm and front end more robust. Both the head bearings and swingarm bearings are new and larger. In addition, the brake system now offers more stopping power and control with a larger rear rotor and new rear caliper. With a redesigned chin fairing, seamlessly integrated dash and numerous detailed improvements to fit and finish, the 2014 Zero DS has a rugged yet refined appearance that speaks to the thrilling riding experience it has to offer.

**Pricing and Warranty**

The Zero DS starts at $12,995 MSRP for the ZF8.5 and $14,995 MSRP for the ZF11.4. Excluding installation the Power Tank has an MSRP of $2,495. 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 5-year/100,000-mile warranty on the power pack. Price does not include local shipping, applicable taxes, PDI and road registration fees.

**Colors Available**

[Image of available colors]
PRODUCT UPGRADES – POINT BY POINT

- **Up to 158 miles with the Power Tank accessory**
  - Extend the range of any 2014 Zero DS model with an additional 2.8 kWh
  - The Power Tank can be added at any time before or after purchase
  - Can be installed quickly at Zero Motorcycles authorized dealerships
  - Includes new bodywork in the tank section of the motorcycle
  - Replaces the tank bag area of the motorcycle

- **Improved suspension for a more comfortable ride**
  - New, more integrated triple clamps
  - New 43 mm forks for increased torsional rigidity and more precise steering
  - Completely reworked internal settings on the rear shock for more comfort and control

- **Stylish new bodywork and design**
  - Dynamic new chin fairing optimizes aerodynamics and provides improved powertrain cooling
  - The headlight, dash, key switch and bodywork are refined to provide elegant instrumentation and a sleeker front end aesthetic

- **More powerful braking system**
  - New rear brake caliper with a larger 240 mm rotor provides more controlled and powerful braking
  - 310 mm front rotor for improved heat dissipation

- **Sophisticated new dash and controls**
  - Dash has been completely redesigned
  - High contrast and blue backlit LCD screen features new data that allows users to better understand their state of charge, see their current performance profile and view other useful riding information
  - New and more ergonomic right-hand switch assembly with integrated switch to toggle on the fly between eco/sport/custom riding modes
  - New custom riding mode setting allows riders to set their own performance profile in addition to the factory preset “sport” and “eco” riding modes (custom mode performance profile must be configured within the Zero Motorcycles App)

- **Refined chassis for improved handling**
  - New, more robust swingarm pivot design and bearings for increased torsional rigidity
  - Integrated Power Tank frame structure stiffens the frame
  - More robust head tube and head bearings for increased torsional rigidity and improved control

GENERAL PRODUCT FEATURES – POINT BY POINT

- 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
- Highly efficient powertrain requires no routine maintenance or complex cooling systems
- Dual level and adjustable regenerative braking
- Sophistically simple “just ride” direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
- Up to three 102 Volt power pack configurations allow customers to select the range that best meets their needs: 8.5 kWh, 11.4 kWh, 14.2 kWh
- More powerful braking system
  - New rear brake caliper with a larger 240 mm rotor provides more controlled and powerful braking
  - 310 mm front rotor for improved heat dissipation
- Sophisticated new dash and controls
  - Dash has been completely redesigned
  - High contrast and blue backlit LCD screen features new data that allows users to better understand their state of charge, see their current performance profile and view other useful riding information
  - New and more ergonomic right-hand switch assembly with integrated switch to toggle on the fly between eco/sport/custom riding modes
  - New custom riding mode setting allows riders to set their own performance profile in addition to the factory preset “sport” and “eco” riding modes (custom mode performance profile must be configured within the Zero Motorcycles App)
- Refined chassis for improved handling
  - New, more robust swingarm pivot design and bearings for increased torsional rigidity
  - Integrated Power Tank frame structure stiffens the frame
  - More robust head tube and head bearings for increased torsional rigidity and improved control

- 1.3 kWh onboard charger can be plugged into any household outlet and can be used in combination with the optional Quick Charger accessory to reduce charge times
- Charge to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
- Life-of-motorcycle cell technology offers a high cycle life
- Zero Motorcycles App allows riders to adjust performance to enable sportier or more economical riding and provides detailed motorcycle statistics
- Integrated and lockable storage
- LED tail light
- Standard passenger accommodation
## ZERO DS » SPECIFICATIONS

<table>
<thead>
<tr>
<th>RANGE</th>
<th>ZERO DS ZF8.5</th>
<th>ZERO DS ZF11.4</th>
<th>ZERO DS ZF11.4 +POWER TANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>95 miles (152 km)</td>
<td>126 miles (203 km)</td>
<td>158 miles (253 km)</td>
</tr>
<tr>
<td>Highway, 55 mph (88 km/h)</td>
<td>57 miles (92 km)</td>
<td>76 miles (122 km)</td>
<td>95 miles (153 km)</td>
</tr>
<tr>
<td>Combined</td>
<td>71 miles (114 km)</td>
<td>95 miles (153 km)</td>
<td>119 miles (191 km)</td>
</tr>
<tr>
<td>Highway, 70 mph (112 km/h)</td>
<td>46 miles (74 km)</td>
<td>61 miles (98 km)</td>
<td>76 miles (123 km)</td>
</tr>
<tr>
<td>Combined</td>
<td>62 miles (99 km)</td>
<td>82 miles (132 km)</td>
<td>103 miles (165 km)</td>
</tr>
</tbody>
</table>

## MOTOR

| Max torque | 68 ft-lb (92 Nm) | 68 ft-lb (92 Nm) | 68 ft-lb (92 Nm) |
| Max power | 54 hp (40 kW) @ 4,300 RPM | 54 hp (40 kW) @ 4,300 RPM | 54 hp (40 kW) @ 4,300 RPM |
| Top speed (max) | 98 mph (158 km/h) | 98 mph (158 km/h) | 98 mph (158 km/h) |
| Top speed (sustained) | 80 mph (129 km/h) | 80 mph (129 km/h) | 80 mph (129 km/h) |
| Acceleration, 0-60 mph (0-100 km/h) | 5.2 seconds | 5.7 seconds | 6.4 seconds |
| Type | Z-Force® 75-7 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor |
| Controller | High efficiency, 420 amp, 3-phase brushless controller with regenerative deceleration |

## POWER SYSTEM

| Est. pack life to 80% (city) | 213,000 miles (343,000 km) | 284,000 miles (457,000 km) | 354,000 miles (570,000 km) |
| Power pack | Z-Force® Li-Ion intelligent | Z-Force® Li-Ion intelligent | Z-Force® Li-Ion intelligent |
| Max capacity | 8.5 kWh | 11.4 kWh | 14.2 kWh |
| Nominal capacity | 7.5 kWh | 10.0 kWh | 12.5 kWh |
| Charger type | 1.3 kW, integrated | 1.3 kW, integrated | 1.3 kW, integrated |
| Charge time (standard) | 6.0 hours (100% charged) / 5.5 hours (95% charged) | 7.9 hours (100% charged) / 7.4 hours (95% charged) | 9.9 hours (100% charged) / 9.3 hours (95% charged) |
| CHAdeMO charge time (accessory) | 1.5 hours (100% charged) / 1 hour (95% charged) |
| Quick 2x charger time (accessory) | 3.6 hours (100% charged) / 3.1 hours (95% charged) | 4.6 hours (100% charged) / 4.1 hours (95% charged) | 5.8 hours (100% charged) / 5.1 hours (95% charged) |
| Input | Standard 110V or 220V |

## DRIVETRAIN

| Transmission | Clutchless direct drive |
| Final drive | 132T / 28T, Poly Chain® GT® Carbon™ belt |

## CHASSIS / SUSPENSION / BRAKES

| Front suspension | 43 mm inverted forks with adjustable compression and rebound damping |
| Rear suspension | Piggy-back reservoir shock with adjustable spring preload, compression and rebound damping |
| Front suspension travel | 7.00 in (178 mm) |
| Rear suspension travel | 7.03 in (179 mm) |
| Front brakes | Nissin 2 piston hydraulic, 313x4 mm floating disc |
| Rear brakes | J-Juan 1 piston hydraulic, 240x4.5 mm disc |
| Front tire | 100/90-19 |
| Rear tire | 130/80-17 |
| Front wheel | 2.15x19 |
| Rear wheel | 3.00x17 |

## DIMENSIONS

| Wheel base | 56.2 in (1,427 mm) |
| Seat height | 33.2 in (843 mm) |
| Rake | 26.5 ° |
| Trail | 4.6 in (117 mm) |

## WEIGHT

| Frame | 22 lb (10 kg) |
| Curb weight | 372 lb (169 kg) |
| Carrying capacity | 393 lb (178 kg) |

## ECONOMY

| Equivalent fuel economy (city) | 425 MPGe (0.55 L/100 km) |
| Equivalent fuel economy (highway) | 206 MPGe (1.14 L/100 km) |
| Typical cost to recharge | $0.96 | $1.28 | $1.60 |
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-lb of torque, 44 hp and with a low weight of only 280 lb, the Zero FX takes any type of riding to bold 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 off-road heritage 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.
From a completely redesigned front end to new optional passenger pegs on the rear, the 2014 Zero FX is bolder and more thrilling than ever before. Starting with more robust triple clamps, wider diameter head bearings and a larger 43 mm front fork, the Zero FX front end provides both increased torsional rigidity and a plusher feel when encountering rough terrain. Neatly integrated into the triple clamps is a sophisticated new dash that provides the rider with an abundance of new motorcycle data. Defining the overall appearance of the motorcycle, aggressive looking projector beam headlights are housed in new intricately sculpted bodywork to light up approaching unridden territory.

For improved comfort, the Zero FX now features a new seat that is both neatly integrated into the overall lines of the motorcycle and provides a comfortable passenger location (note: carrying a passenger requires the passenger pegs accessory). Riders will also appreciate increased stopping power and improved braking modulation provided by larger 240 mm rotors on the front and the rear of the motorcycle as well as a new rear caliper and accompanying master cylinder assembly. Providing a more planted feel during cornering, the rear swingarm has been revised and includes new bearings that result in a more torsionally rigid backend. Making ownership easy, the sealed Z-Force® motor, belt drive and highly efficient power pack virtually eliminates all routine powertrain maintenance.

**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 5-year/50,000-mile warranty on the power pack. Price does not include local shipping, applicable taxes, PDI and road registration fees.

**COLOR AVAILABLE**
**PRODUCT UPGRADES – POINT BY POINT**

- **Stylish new designs and two-up seat**
  - New projector beam headlights and integrated fly screen provides a more refined and contemporary front profile
  - New seat is more integrated, more ergonomic and designed to carry a passenger
  - Passenger pegs available as an optional aftermarket accessory
  - The headlight, dash, key switch and bodywork are refined to provide elegant instrumentation and a sleeker front end aesthetic
- **Improved suspension for a more comfortable ride**
  - New, more integrated triple clamps
  - New 43 mm forks for increased torsional rigidity and more precise steering
  - Completely reworked internal settings on the rear shock for more comfort and control
- **More powerful braking system**
  - New rear brake caliper provides more controlled and powerful braking
  - Larger 240 mm front and rear rotors for improved heat dissipation
- **Sophisticated new dash and controls**
  - Dash has been completely redesigned
  - High contrast and blue backlit LCD screen features new data that allows users to better understand their state of charge, see their current performance profile and view other useful riding information
  - New and more ergonomic right-hand switch assembly with integrated switch to toggle on the fly between eco/sport/custom riding modes
  - New custom riding mode setting allows riders to set their own performance profile in addition to the factory preset “sport” and “eco” riding modes (custom mode performance profile must be configured within the Zero Motorcycles App)
- **Refined chassis for improved handling**
  - New, more robust swingarm pivot design and bearings for increased torsional rigidity
  - More robust head tube and head bearings for increased torsional rigidity and improved control

**GENERAL PRODUCT FEATURES – POINT BY POINT**

- Revolutionary Z-Force® motor generates up to 70 ft-lb and 44 hp
- 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
- 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
- Highly efficient powertrain requires no routine maintenance or complex cooling systems
- Dual level and adjustable regenerative braking
- Sophisticatedly simple “just ride” direct-drive system means no clutch, no shifting and no need to carry a heavy and complex transmission
- Two 102 volt power pack configurations allow customers to select the range that best meets their needs: 2.8 kWh, 5.7 kWh
- 650 W onboard charger can be plugged into any household outlet and can be used in combination with the optional Quick Charger accessory to reduce charge times
- Charge to 95% at CHAdeMO charging stations in 1 hour or less using an optional accessory
- Life-of-motorcycle power pack cell technology offers a high cycle life
- Zero Motorcycles App allows riders to adjust performance to enable sportier or more economical riding and provides detailed motorcycle statistics
- Optional passenger pegs available as accessories
### Zero FX Specifications

<table>
<thead>
<tr>
<th>ZERO FX ZF2.8</th>
<th>ZERO FX ZF5.7</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Range</strong></td>
<td><strong>Range</strong></td>
</tr>
<tr>
<td>City</td>
<td>35 miles (56 km)</td>
</tr>
<tr>
<td>Highway, 55 mph (88 km/h)</td>
<td>22 miles (35 km)</td>
</tr>
<tr>
<td>* Combined</td>
<td>27 miles (43 km)</td>
</tr>
<tr>
<td>Highway, 70 mph (112 km/h)</td>
<td>15 miles (24 km)</td>
</tr>
<tr>
<td>* Combined</td>
<td>21 miles (34 km)</td>
</tr>
<tr>
<td><strong>Motor</strong></td>
<td><strong>Motor</strong></td>
</tr>
<tr>
<td>Max torque</td>
<td>70 ft-lb (95 Nm)</td>
</tr>
<tr>
<td>Max power</td>
<td>27 hp (20 kW) @ 3,700 RPM</td>
</tr>
<tr>
<td>Top speed (max)</td>
<td>85 mph (137 km/h)</td>
</tr>
<tr>
<td>Top speed (sustained)</td>
<td>70 mph (113 km/h)</td>
</tr>
<tr>
<td>Acceleration, 0-60 mph (0-100 km/h)</td>
<td>4.3 seconds</td>
</tr>
<tr>
<td>Type</td>
<td>Z-Frce® 75-5 passively air-cooled, high efficiency, radial flux permanent magnet, brushless motor</td>
</tr>
<tr>
<td>Controller</td>
<td></td>
</tr>
<tr>
<td><strong>Power System</strong></td>
<td><strong>Power System</strong></td>
</tr>
<tr>
<td>Est. pack life to 80% (city)</td>
<td>79,000 miles (127,000 km)</td>
</tr>
<tr>
<td>Power pack</td>
<td>Z-Frce® Li-Ion intelligent modular</td>
</tr>
<tr>
<td>Nominal capacity</td>
<td>2.8 kWh</td>
</tr>
<tr>
<td>Max capacity</td>
<td>2.8 kWh</td>
</tr>
<tr>
<td>Nominal capacity</td>
<td>2.5 kWh</td>
</tr>
<tr>
<td>Charger type</td>
<td>650 W, integrated</td>
</tr>
<tr>
<td>Charge time (standard)</td>
<td>4.1 hours (100% charged) / 3.7 hours (95% charged)</td>
</tr>
<tr>
<td>CHAdeMO charge time (accessory)</td>
<td>1.5 hours (100% charged) / 1 hour (95% charged)</td>
</tr>
<tr>
<td>Quick 2x charger time (accessory)</td>
<td>1.9 hours (100% charged) / 1.4 hours (95% charged)</td>
</tr>
<tr>
<td>Input</td>
<td>Standard 110V or 220V</td>
</tr>
<tr>
<td><strong>Drivetrain</strong></td>
<td><strong>Drivetrain</strong></td>
</tr>
<tr>
<td>Transmission</td>
<td>Clutchless direct drive</td>
</tr>
<tr>
<td>Final drive</td>
<td>132T / 25T, Poly Chain® GT® Carbon™ belt</td>
</tr>
<tr>
<td><strong>Chassis / Suspension / Brakes</strong></td>
<td><strong>Chassis / Suspension / Brakes</strong></td>
</tr>
<tr>
<td>Front suspension</td>
<td>43 mm inverted forks with adjustable compression and rebound damping.</td>
</tr>
<tr>
<td>Front suspension travel</td>
<td>9.05 in (230 mm)</td>
</tr>
<tr>
<td>Rear suspension travel</td>
<td>8.94 in (227 mm)</td>
</tr>
<tr>
<td>Front brakes</td>
<td>Nissin 2 piston hydraulic, 240x4.5 mm disc</td>
</tr>
<tr>
<td>Front wheel</td>
<td>1.60x21</td>
</tr>
<tr>
<td>Rear wheel</td>
<td>2.15x18</td>
</tr>
<tr>
<td><strong>Dimensions</strong></td>
<td><strong>Dimensions</strong></td>
</tr>
<tr>
<td>Wheel base</td>
<td>56.6 in (1,438 mm)</td>
</tr>
<tr>
<td>Seat height</td>
<td>34.7 in (881 mm)</td>
</tr>
<tr>
<td>Rake</td>
<td>26.3 °</td>
</tr>
<tr>
<td>Trail</td>
<td>4.5 in (114 mm)</td>
</tr>
<tr>
<td><strong>Weight</strong></td>
<td><strong>Weight</strong></td>
</tr>
<tr>
<td>Frame</td>
<td>19.5 lb (8.8 kg)</td>
</tr>
<tr>
<td>Curb weight</td>
<td>238 lb (108 kg)</td>
</tr>
<tr>
<td>Carrying capacity</td>
<td>382 lb (173 kg)</td>
</tr>
<tr>
<td><strong>Economy</strong></td>
<td><strong>Economy</strong></td>
</tr>
<tr>
<td>Equivalent fuel economy (city)</td>
<td>472 MPGe (0.50 L/100 km)</td>
</tr>
<tr>
<td>Equivalent fuel economy (highway)</td>
<td>202 MPGe (1.16 L/100 km)</td>
</tr>
<tr>
<td>Typical cost to recharge</td>
<td>$0.32</td>
</tr>
</tbody>
</table>
Zero Motorcycles offers police and security motorcycles with customizable options to meet the specific needs of a wide variety of patrol applications.

With the ability to patrol both on and off road areas, Zero Motorcycles police and security models offer unique advantages over internal combustion driven machines. The 100% electric powertrain is nearly silent, exhaust free, produces minimal heat, has instant torque from zero rpm and is highly maneuverable.

With a ‘fuel’ cost of a penny per mile and a maintenance-free powertrain, a Zero Motorcycles patrol fleet offers the ability to save police and security agencies money while also giving them a tactical advantage.

In certain regions, grants and incentives may be available specifically for both public and private organizations when purchasing electric patrol vehicles. In addition, consumer incentives may actually be applicable to purchases made by either government or private organizations.
PRODUCT OFFERINGS

Zero Motorcycles engineered the patrol lineup using the popular Zero S and Zero DS consumer products as the platform’s basis. Building off of an already robust platform, Zero heavily modified the consumer products to offer the Zero SP and Zero DSP. The Zero SP is designed for street usage. The Zero DSP is design for both on and off-road usage.

Both models offer a wide array of options that allow governments, companies and organizations to specifically customize the motorcycles they purchase to best suit their needs. The available options cover most domestic and international needs for both police agencies and security companies.

SUMMARY OF WHAT’S NEW

The Zero DSP and Zero SP are built off of the similarly named revolutionary consumer products. As a result, they can now travel farther and feature many of the same core improvements as their consumer counterparts. Using the new Z-Force® Power Tank aftermarket accessory, agencies have the option to increase the capacity of their overall power pack by an additional 2.8 kWh to a total of 14.2 kWh. This yields a range of 164 miles of city riding. Featuring Zero Motorcycles’ Z-Force® motor and high-voltage power system, both motorcycles deliver instant acceleration that is both impressive and, without ever needing to shift, incredibly smooth. This sophisticated yet elegantly simple power delivery system allows authority figures to more effectively handle complex situations 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 external cooling systems whatsoever.

For improved on and off-road handling, both motorcycles now feature larger 43 mm forks, a completely reworked rear shock and more robust tripleclamps. The tripleclamps integrate seamlessly into a sophisticated dash that elegantly presents real time riding data and motorcycle statistics. To improve ride quality and control, the torsional rigidity of the chassis has been increased by making the frame, swingarm and front end more robust. Both the head bearings and swingarm bearings are new and larger. In addition, the brake system now offers more stopping power and control with a larger rear rotor and new rear caliper. With a redesigned chin fairing, seamlessly integrated dash and numerous detailed improvements to fit and finish, the 2014 police and security lineup offers agencies a new edge in patrolling while presenting the public with a sophisticated and environmentally aware image.

For more information, visit http://www.zeromotorcycles.com/fleet/police/
In almost every way, an electric motorcycle is well suited for military applications. They are quiet, have low heat profiles, emit no exhaust, are simple to operate and incredibly fast. With this in mind Zero Motorcycles developed a military program that is specifically designed to meet the needs of military applications. Working alongside interested military personnel, Zero Motorcycles is able to deliver a motorcycle that includes the options and accessories required for a successful deployment and mission.

Using Zero Motorcycles industry-leading Z-Force® powertrain the Zero MMX features quick swappable power packs, direct drive gearing and an air cooled motor. With no transmission, powertrain fluids or gas the Zero MMX is also easy to transport and maintain.
PRODUCT OFFERINGS

The Zero MMX is designed and built to meet the needs of a wide variety of military applications. It can be customized with a selection of accessories to tailor the motorcycle for a specific type of usage and duty cycle.

No exhaust and exceptionally stealthy, the Zero MMX holds unique tactical advantages over traditional internal combustion alternatives. The 100% electric powertrain offers personnel the ability to rapidly move over technical terrain while making virtually no noise and emitting no smell. Perhaps the most covert form of two-wheeled transportation, the motorcycle is completely silent when stopped and can accelerate instantly from 0 rpm.

Using Zero Motorcycles’ industry-leading Z-Force® powertrain the Zero MMX features quick swappable power packs, direct drive gearing and an air-cooled motor. With no transmission, powertrain fluids or gas the Zero MMX is also easy to transport and maintain.

SUMMARY OF WHAT’S NEW

The 2014 Zero MMX is based off of Zero’s award winning off-road motorcycle technology and also features many of the same upgrades as the Zero FX. Starting with more robust triple clamps, wider diameter head bearings and a larger 43 mm front fork, the Zero MMX front end provides both increased torsional rigidity and a plusher feel when encountering rough terrain. Defining the overall appearance of the motorcycle, aggressive looking projector beam headlights are housed in new intricately sculpted bodywork to light up approaching obstacles.

For improved comfort, the Zero MMX now features a new seat that is both neatly integrated into the overall lines of the motorcycle and provides a comfortable passenger location (note: carrying a passenger requires the passenger pegs accessory). Military personnel will also appreciate increased stopping power and improved braking modulation provided by larger 240 mm rotors on the front and the rear of the motorcycle as well as a new rear caliper and accompanying master cylinder assembly. Providing a more planted feel during cornering, the rear swingarm has been revised and includes new bearings that result in a more torsionally rigid backend.

PRODUCT FEATURES

» Specialized military dash for quick and centralized mainline controls
» Keyed ignition engaged with dash toggle
» Modular and quick swappable power packs
» Ability to operate in wet or rainy conditions with a 1 meter submersion capability
» Integrated wiring to accommodate quick installation of infrared systems on the front and rear of the motorcycle
» Safety override and reserve power capabilities to extend range during extreme situations
» Aggressive foot pegs and hand guards for optimal control
» Tie down eyelets on the rear and an integrated tow cable on the front
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 competitive brushless motors used in similar applications, the revolutionary Z-Force® motor produces up to 130% more power and 150% 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.

When combined with a Z-Force® power pack, the motor delivers incredible horsepower and breathtaking acceleration. Providing a unique ride quality, the motor produces 100% torque from a standstill for instantaneous throttle response and incredible off-the-line performance.

While 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 67 hp and 106 ft-lb 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

Z-FORCE® POWER PACK AND POWER TANK

Z-Force® power pack technology has been revolutionizing the electric motorcycle industry since 2007 when the first Zeros started rolling out of the Santa Cruz factory. The goal: pack more energy into less space. Using state-of-the-art Lithium Ion cell chemistry and advanced battery management systems, each motorcycle is able to travel farther, faster and last longer. A typical Zero S or Zero DS can travel well over 200,000 miles before hitting 80% capacity.

In addition to longevity, Z-Force® power pack technology requires no active cooling or routine maintenance. The result is a completely electric motorcycle line that offers an exhilarating ride while saving on gas and virtually eliminating all routine powertrain maintenance.

100% MODULAR. SWAP IN. SWAP OUT.

Zero Motorcycles is the first electric motorcycle manufacturer to feature hot-swappable modules. The Zero FX can be ridden using either one or two Z-Force® modules. A module can be added or removed in less than a minute.
ZERO MOTORCYCLES APP

Customizing performance takes on new meaning with the Zero Motorcycles app. Not only does the 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.

The 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, it 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

Z-FORCE® POWER TANK

The Z-Force® Power Tank adds an additional 2.8 kWh of power pack storage capacity to any 2014 Zero S or Zero DS model. An optional accessory, the Power Tank can be added at any time during or after the motorcycle is purchased. For example, an individual who purchases a 2014 Zero S ZF8.5 could actually upgrade their motorcycle to have 11.4 kWh of power pack capacity years after they purchase their motorcycle. Alternatively, a customer who purchases a 2014 Zero S ZF11.4 could upgrade their motorcycle to have 14.2 kWh of power pack capacity if they had a need for additional range. With that much energy storage capacity a rider can expect to travel up to 171 miles in the city or 88 miles on the highway.

The Power Tank comes complete with a Z-Force® power pack module as well as additional bodywork. It is recommended that customers take their motorcycle to an authorized Zero Motorcycles dealer for installation. Once installed, the new bodywork includes a completely new tank section of the motorcycle with a newly designed plastic cover. The plastic cover and additional module occupy the area where the integrated tank bag would normally sit.

[Note: The Z-Force® Power Tank is not compatible with prior model years]

FULLY RECYCLABLE

Zero Motorcycles uses the best practices in the EV industry to make sure all of our Lithium-Ion power packs are recycled. Each one uses a chemistry that allows us to take advantage of continuously improving battery-recycling programs.
POWERTRAIN DIVISION

Zero Motorcycles offers the Z-Force® powertrain as an attractive option to companies and organizations that are looking to integrate industry-leading technology into their products without having to invest years of time and money into developing a powertrain of their own. The components of the powertrain are available in several different packages that are designed to meet the needs of differing types of applications.

The revolutionary Z-Force® powertrain is high power, high efficiency and extremely compact. Designed by Zero Motorcycles in California, it is the product of years of research, development and testing. A modular design, the powertrain components can be used in a wide variety of applications where an electric power pack, motor or complete powertrain offer advantages. Using robust systems originally designed to endure demanding motorcycle applications, the Z-Force® powertrain offers a cost effective and rapid path to deploying top of the line technology into a new concept, product or lineup.

For more information about the technology used in the Z-Force® powertrain please see the “Technology” section of this press kit.

ACCESSORIES AND APPAREL

Zero Motorcycles offers a variety of accessories that are designed to make owners’ motorcycles more comfortable, personalized and practical. In addition, Zero offers a number of casual apparel items as well as a selection of branded riding gear. Designed in close collaboration with some of the industry’s leading aftermarket suppliers, each accessory has been engineered to specifically work with the models for which it was intended.

ACCESSORIES AND APPAREL INCLUDE:

» Power Tank accessory extends the range of any 2014 Zero S or Zero DS with an additional 2.8 kWh of onboard power pack capacity
» 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
» Scalable quick charger system to speed up motorcycle charging using a standard 120 V or 240 V outlet (Note: quick chargers typically need to be plugged into separate circuits)
» Heated grips (with memory settings)
» Hard luggage accessory kit developed in collaboration with GIVI
» Windscreen and flyscreen options
» Off-road handguards
» Gearing options to customize performance
» Touch-screen compatible leather and textile riding gloves
» Classic Zero Motorcycles leather and textile riding jackets
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 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 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 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’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.

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 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 developed key industry alliances between companies both large and small.

Kai brings over 20 years of high tech and consumer electronics supply chain and operations management experience to Zero Motorcycles. An energetic and passionate leader, he has worked at Siemens, Plantronics and Finisar serving in various procurement, planning and operations roles. His international experience spans the globe and is fundamental in developing Zero’s worldwide sourcing and operations footprint.

A nationally recognized expert on supply chain and operational excellence, Kai frequently speaks at forums and is often mentioned in industry publications. As a lifelong motorcycle and automobile devotee and recent battery propulsion convert he is excited to share this enthusiasm with Zero Motorcycles.