



ZERO MOTORCYCLES VISITS WITH CALIFORNIA GOVERNOR ARNOLD SCHWARZENEGGER TO DEMONSTRATE ITS ELECTRIC MOTORCYCLE TECHNOLOGY

SACRAMENTO, CA (March 24, 2010) – Zero Motorcycles, the global leader in electric motorcycle manufacturing, today announced that California Governor Arnold Schwarzenegger, an avid motorcycle enthusiast, received a personal demonstration of Zero’s all-new 2010 product line. The press conference, held at the State Capital in Sacramento, recognized Zero Motorcycles for its industry leading innovation and pioneering efforts in electric motorcycle technology. The Governor’s demonstration of Zero Motorcycles comes one week after the California State Government recently approved an all-new statewide rebate program that provides consumers with a greater incentive to purchase an electric motorcycle. The rebate gives consumers \$1500 off the purchase of either a Zero S or DS motorcycle. When consumers combine this with the Federal Tax Credit the total cost savings is \$2500.

“Zero electric motorcycles are very important technology and this is great for California because this is an ideal place to ride motorcycles,” said Governor Schwarzenegger. “I want to personally thank Gene Banman and Neal Saiki for bringing these innovative electric zero emission motorcycles to the capitol for us to see. I love the financial side of these motorcycles because they cost less than one cent per mile to operate and you get a 10% federal tax credit plus a California rebate of \$1,500. That equates to a 25 percent price reduction making these electric motorcycles affordable for anybody and Zero Motorcycles has developed the type of technology that will save us all by reducing greenhouse gasses while utilizing renewable energy.”



“We are honored to be here and to have received the support of Governor Schwarzenegger. We are a California company creating California jobs and are extremely proud the Governor’s office recognized us for our efforts,” said Gene Banman, CEO, Zero Motorcycles. “Our motorcycles are truly game changing and once you ride one, you immediately realize that electric motorcycles are here to stay. Our motorcycles are high performance, fun to ride and the best part is, you can buy one today.”

Today’s demonstration of Zero Motorcycles comes as California customers can now qualify to receive \$1,500 rebate from the State of California off their purchase of a 2010 Zero S or Zero DS, while funding for the program lasts. In addition to the 10% Federal Tax Credit, total saving amount to \$2,500 of the MSRP of a Zero S or DS making the final cost \$7495*.

Zero Motorcycles is the next step in motorcycle evolution and represents the ultimate electric motorcycle technology. Unencumbered by conventional thinking about how they design, manufacture and sell high performance electric motorcycles, they are on a mission to turn heads and revolutionize their industry by combining the best aspects of a traditional motorcycle with today’s most advanced technology. The result is an electric motorcycle line that’s insanely fast and environmentally friendly.

* Please visit www.zeromotorcycles.com/incentives to learn more about the California Rebate Program

For media information or high-resolution images, please contact John Ewert, DRIVEN Public Relations, www.drivenpublicrelations.com, 951-461-2429 or media@zeromotorcycles.com.

Zero Motorcycles’ complete product lineup is available for purchase exclusively through the Zero Motorcycles website: www.zeromotorcycles.com.

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