



X LINE RETAIL BONUS PROGRAM

SELL MORE. EARN MORE.

We're putting more money behind every X Line sale. Starting now, you can earn **4% additional margin** on your X Line retails just by hitting your quarterly targets.

How does it work?

- Your Regional Sales Manager will share your quarterly targets and provide weekly updates
- Hit (or exceed) your quarterly retail target → earn 4% margin

This program is designed to reward dealers who lean in, move units, and build momentum in their market. You're already doing the work. Now you get paid more for it.

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SALES LEADS

INCREASED

If it feels like your leads have picked up lately...you're not imagining it. We've been ramping up efforts to drive awareness and bring new riders into the Zero Motorcycles community. That momentum is starting to show up in your inbox.

- More conversations
- More test rides
- More deals

Now it's your move. Follow up, keep the momentum going, and turn interest into riders.



TUNER

DIAGNOSTICS EVOLVED

Tuner is our next-generation diagnostic tool, developed for 2017 and newer motorcycles (including X-Line support, coming soon). It is designed to enable faster servicing, improved diagnostics, and greater independence for dealers. Key benefits include:

- Guided, step-by-step diagnostics
- Automatic ECU log uploads for technical cases
- Integrated notifications and installation of software updates

To ensure continued service capability after the Cypher firmware update, ordering and transitioning to the Tuner tool is essential. Details about the new Tuner diagnostic tool including release notes, update instructions, and multiple program opportunities to offset the tool cost will be provided later this month.



CYPHER III FIRMWARE

Cybersecurity Updates

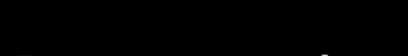
On May 15th, a new firmware will be released for our FST / Cypher III models, primarily focused on improving cybersecurity.

- Initially, this firmware will be available only via the new Tuner diagnostic tool.
- Mid-term, the firmware will also be made available over-the-air (OTA).

Due to the cybersecurity upgrades, once a vehicle has updated to this latest firmware, many functions of Diag4Zero will be restricted. For this reason, most service and maintenance operations will require the use of the new Tuner diagnostic tool.

For troubleshooting and diagnostics, Diag4Zero can still be used in parallel. However, for certain functions it will be necessary to contact Technical Support to obtain login/access.

ZERO
MOTORCYCLES®



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