



Zero Motorcycles Announces "All Access" Strategic Plan Featuring New 2025 Products Powered for Fun and Priced for All

Global Leader in Electric Mobility Kicks Off New Initiative with Six New Models Under \$10,000 Over Two Years.

SCOTTS VALLEY, CA (November 05, 2024) – Zero Motorcycles, the pioneer and global leader in two-wheeled electric mobility, today unveiled the "All Access" strategic initiative, a bold plan to lead the next era of transformation in two-wheeled transportation by making Zero's premium electric experience accessible to more consumers around the world. Over the next two years, Zero will introduce six brand new models across multiple new vehicle segments all priced under \$10,000, dramatically expanding access to more riders.

The first phase of this strategic plan introduces the all-new X Line, featuring the versatile and lightweight XE and XB models. Both bikes deliver the intuitive riding experience, fun and agility that Zero Motorcycles is known for, offering options that are perfectly suited for both off-road and urban riding. Equipped with removable batteries, switchable traction control, and factory-tuned suspension, the XB and XE showcase the seamless power delivery and advanced engineering Zero riders know and love. These new models join the rest of Zero's award-winning lineup, the most complete range of electric models in the industry.

X Line: Proven Performance, Exceptional Value

Benefitting from two decades of Zero's pioneering leadership in electric motorcycle technology, the new 2025 X Line models retain the brand's signature performance—thrilling acceleration, intuitive interfaces, and sleek design. Backed by over 180 million miles of real-world ride data intelligence from Zero's model range, the XE and XB embody Zero's mission to offer broader access to electric riding.

"The new X Line delivers the best performing models in one of the most exciting growth categories from the most trusted electric brand in powersports," said Sam Paschel, CEO of Zero Motorcycles. "Our mission from day one has been to revolutionize the two-wheeled transportation industry, and we will stop at nothing to deliver on that promise to our growing global community of riders."

The all-new Zero XE, the brand's first true trail bike, offers supreme agility and full-throttle fun. Category leading rear wheel torque pairs with factory tuned suspension, switchable traction control and a swappable 4.3kWh battery to bring signature Zero performance to the trails. Zero's hallmark seamless power delivery and full color 2.5" TFT dash combines to create a bike with serious power that is still incredibly easy to ride. The North American Zero XE will be available for a competitive \$6,495 and is intended for off-road riding. In Europe, the Zero XE will be sold as a street-legal model off the showroom floor at €6,500 including tax.

Also new to the lineup, the Zero XB makes it easier than ever to unleash adventure no matter where the ride takes you. Consumers can experience XB's best-in-class performance in Zero's lightest and most nimble model ever. The XB comes equipped with Zero's precision throttle response, factory tuned suspension and a 2.4kWh battery that can be swapped on-the-go in just seconds. The Zero XB will retail in North America at a category-leading price of \$4,195 and is intended for off road use. In Europe, the XB will be sold as a street-legal model at €4,500 including tax.



Premium S and DS Ranges Dominate High Performance Category

This fall, Zero also brings to market its new MY25 lineup of best-in-class high performance motorcycles in the S and DS Lines. This season's launch features a fresh slate of new colors across flagship models. Pinnacle adventure model DSR/X and street-ready SR/S now debut in striking Orbit Blue, while the MY25 DS—touted by journalists as the world's best all-around commuter—turns heads in bold Orange. The model S naked sport bike returns after its record-breaking launch season as the most in-demand new model in Zero's history. Finally, the coveted DSR/X Black Forest edition, fully equipped with Zero's entire range of custom adventure accessories and performance upgrades, is back in limited quantities for the ultimate adventure rider.

A Future of Progress

Zero's two year All Access strategy will make the transformative experience of electric riding accessible to all, across categories and geographies. This aggressive new plan underscores Zero's commitment to remaining the global pioneer and advocate leading the powersports industry into the future.

Arriving in Summer of 2025, the new X Line will pave the way for global powersports dealer and service center growth to complement Zero's expansive existing network. The upcoming network expansion will increase access to Zero's products for more riders in more locations than ever before, ensuring that owners across the globe have the support they need.

With its ever-evolving lineup and continuous push for innovation, Zero Motorcycles remains at the forefront, redefining the electric motorcycle experience for riders everywhere. For more information on the all-new models from Zero, or to place a reservation, visit zeromotorcycles.com/all-access today and look for more exciting announcements in months ahead.

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About Zero Motorcycles

Zero Motorcycles is the global leader in electric motorcycles and powertrains. Designed and crafted in California, Zero Motorcycles combines Silicon Valley technology with traditional motorcycle soul to elevate the motorcycling experience for forward-thinking riders around the world.

Media Contact

Mark Yasak

mark@zeromediabureau.com

630.525.1593