



CUSTOMER EXPERIENCE

New Firmware

Today, May 2, 2023, Zero Motorcycles has released a new firmware version for all motorcycles utilizing the Cypher III operating system including:

MY20+ SR/F & SR/S

MY22+ SR

MY23+ DSR/X

Firmware Release notes, May 2, 2023:

MY20/21/22/23 Cypher III MBB V30, BMU V10 and BMS V23

- Improvements to Power Tank operations at low SoC
- Resolved an issue with MBB state machine

AFTERSALES

Generating Cypher Codes

Zero Motorcycles wanted to take the opportunity to remind our dealers about the process regarding generating Cypher codes and which motorcycles are eligible for the complimentary upgrades.

MY22 Premium SR/S and SR/S:

- +10% Charging: 6kWh > 6.6kWh
- +10% Extended Range: 15.6kWh > 17.3kWh
- Park Mode

MY22 Standard SR/S and SR/F:

- +10% Charging: 3kWh > 3.3kWh
- +10% Extended Range: 14.4kWh > 15.6kWh
- Park Mode
- Heated Grips

MY22 SR:

- +10% Extra Battery Capacity: 14.4kWh > 15.6kWh

Please take the time to review the process of generating these codes. You can do this by reviewing either the PDF or video of the [Cypher Portal User Guide](#) found in [Dealer Portal Knowledge Tab](#).

You can also find all Cypher upgrade information and instructions in the Dealer Portal, we have shown you where below:

The screenshot shows a website navigation bar with the following items: Home, Leads, Orders, COVs, Motorcycles, Support, Warranty, Knowledge (circled in red), Libraries, PartSmart, Parts Orders, My Training, and Marketing. Below the navigation bar is the 'Knowledge Articles' section, which is divided into three columns:

- NEW! Zero Training Center**
LOGIN
- NA Dealer - Aimbase Lead Management Login**
LOGIN
- NA Dealer - Aimbase CRM Integration Request Form**
Dealer CRM Integration Request
- 2023 Full Line Accessory Catalog**
PDF: NA-ENG
- 2023 Power Accessory Application Chart**
PDF: NA-ENG

Service Manuals

- 2023 DSR/X
- 2022-2023 SR/S
- 2022-2023 SR/F & SR
- 2020-2021 SR/S
- 2020-2021 SR/F
- 2020 - S/SR/DS/DSR
- 2020 - FX/FXS
- 2019 - S/SR/DS/DSR
- 2019 - FX/FXS
- 2018 - S/SR/DS/DSR
- 2018 - FX/FXS
- 2017 - S/SR/DS/DSR
- 2017 - FX/FXS
- 2016 - S/SR/DS/DSR
- 2016 - FX/FXS
- 2015 - S/SR/DS
- 2015 - FX
- 2014 - S/SR/DS/DSP
- 2014 - FX

Cypher Upgrade Materials

- Customer App Interface**
Video: NA-ENG, EU-ES, EU-DE, EU-FR, EU-IT, EU-NL
- Parking Mode**
Video: NA-ENG, EU-ES, EU-DE, EU-FR, EU-IT, EU-NL
PDF: NA-ENG
- Faster Charging**
Video: NA-ENG, EU-ES, EU-DE, EU-FR, EU-IT, EU-NL
- Extended Range**
Video: NA-ENG, EU-ES, EU-DE, EU-FR, EU-IT, EU-NL
PDF: NA-ENG
- Turn by Turn Navigation**
Video: NA-ENG, EU-ES, EU-DE, EU-FR, EU-IT, EU-NL
- Heated Grips**
PDF: NA-ENG

DEALER ONLY CONTENT:

- Cypher Portal User Guide**
Video: NA-ENG, EU-ES, EU-DE, EU-FR, EU-IT, EU-NL
PDF: NA-ENG, EU-ES, EU-DE, EU-FR, EU-IT, EU-NL
- Complementary & Purchase Upgrades List**
PDF: NA-ENG
- Cypher Upgrade Part Number and Price List**
PDF: NA-ENG
- MY22-MY23 SR Performance Boost Dealer Instructions**
PDF: NA-ENG
- Cypher Upgrade System and Portal Webinar (NA)**
(recording of dealer training webinar)
Video: NA-ENG

MARKETING

Go Electric

As a part of our efforts to promote the Super Charged Go Electric campaign, we have doubled our digital advertising spend for this promotion compared to the earlier Go Electric campaign. As a result of this increase in spending, we are seeing 75% of our current site traffic coming from digital ads, and consumers are staying on the site twice as long in comparison to before the campaign began.

Previous campaigns have focused on driving website visitors to complete a lead form. The Super Charged Go Electric program “call to action” directs visitors to contact their dealer. While you may not notice more leads in your inbox, you should begin seeing more door swings and phone calls—this program specifically was designed to drive retail activity. Early consumer response to this limited-time program has been strong, and we expect it to continue through May.

Please ensure your sales team is up to date with product training and is informed as to the details of the Super Charged Go Electric program. We have also created more marketing assets

for your use, including pre-formatted web banners for dealers using DX1 or Dealerspike hosted sites.

The updated assets can be found here:

[Dealer Portal>Marketing>Photos/Videos>Promotional Assets](#)

This email was sent to allison.seibert@zeromotorcycles.com by Zero Motorcycles

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