



enlightened mobility™

## **ZENN Motor Company – Ambassador Program Summary**

The ZENN Ambassador program is an exciting way for you to become an owner of the all-new ZENN – Zero Emission, No Noise – electric vehicle. As part of this innovative marketing exposure initiative, you may be eligible for a promotional vehicle price in exchange for your feedback and support in spreading the word about ZENN in your community.

Qualified customers are provided with an opportunity to purchase the ZENN below our Retailer cost under this promotional marketing program through a Point of Sale rebate.

- **2.22 = \$8,899.00 Ambassador Price** versus \$12,750 Retail
- **2.22LX = \$10,699.00 Ambassador Price** versus \$14,700 Retail
- **2.2 = \$8,649.00 Ambassador Price** versus \$12,500 Retail
- **2.2LX = \$9,999.00 Ambassador Price** versus \$14,700 Retail ***plus No Charge Discovery Battery Upgrade***

### **What does it mean to be a ZENN Ambassador?**

We have seen from our early product deliveries that the ZENN creates a lot of excitement wherever it goes so our Ambassadors will have plenty of opportunity to spread the word on ZENN and in-turn share your experiences with ZENN Motor Company.

It is easy to participate! Simply complete the ZENN Ambassador Program application and provide it to your Retailer to review. Your promotional discount is immediately applied at the point of sale to your purchase price and will be reflected in full on your invoice.

As part of the program, you will be provided with a ZENN promo pack consisting of a ZENN hat, a ZENN t-shirt, 500 generic ZENN promo cards and some general information on the product. The promo cards will be helpful in discussions with prospects in your community or by simply leaving 25 cards under your wipers while in the grocery store for example. Many of our customers have asked for this type of material so we hope that you find it helpful to use at your discretion.

You will be invited to share your experiences with us through an online purchase and ownership survey and a couple of online experiential during first three months of ownership.

