



NEWS RELEASE

ZENN Motor Company
Toronto, Ontario, Canada
(TSXV: ZNN)

April 8, 2009

**A JOLT TO THE ELECTRIC VEHICLE MARKET:
ZMC OFFERS THE ZENN FOR UNDER \$10,000**

TORONTO, ON – April 8, 2009 -- **ZENN Motor Company**, a leading developer of zero emission transportation solutions, is pleased to announce it will offer the 2009 All-Electric ZENN LSV (low-speed vehicle) for an unprecedented price of \$9,995 under its Ambassador Program through a combination of an innovative product Ambassador rebate program and a one time federal tax credit. This offer is available through June 30th, 2009 from the Company’s network of retailers throughout the United States.

The ZENN creates excitement wherever it goes. In exchange for their efforts to promote the ZENN in their communities and sharing their experiences with the Company, Ambassadors are provided with a \$4,750 rebate that can be immediately applied at point-of-purchase. Ambassadors who sign up for this limited-time program at point of purchase will receive a tool kit that includes a ZENN hat, ZENN t-shirt, and promotional literature. They will also participate in online surveys and feedback questionnaires during the first three months of ownership.

Dennis Hancock, Vice President of Sales and Marketing, is a firm believer in the Ambassador Program. “The vehicle attracts a lot of attention and early adopters of the ZENN have proven to be passionate advocates and educators of the brand... This program provides new customers with an opportunity to purchase a vehicle for a substantially reduced cost in exchange for their grass roots advocacy and promotion of the ZENN’s as a sustainable transportation solution.”

The program’s pricing structure is as follows:

ZENN MSRP:	\$15,995
Ambassador Rebate:	-\$ 4,750
Total Purchase Price*	\$11,245
Less 10%Federal Tax Credit**	-\$1,250

Total Cost to Customer*: \$9,995**

*Please note the total purchase price does not include optional accessories, delivery fees or sales taxes. **Actual Federal Tax credit may vary depending on individual tax situation. Federal Tax Credit is based on 10% of total purchase price plus \$1,250 in standard delivery fees.

***Total Cost to Customer includes both the Ambassador point of sale rebate and an estimated amount for the federal tax credit incentive that the customer may be eligible for when filing their income taxes. Cost to customer is net of taxes, delivery fees, and optional accessories.





ZENN's Ambassador pricing makes it the least expensive all-weather Neighborhood Electric Vehicle in the market today, nearly \$2,000 dollars less than the ZAP, and about \$10,000 lower than other some other NEVs in the marketplace.

The ZENN is a fully equipped, neighborhood electric vehicle (NEV) with a range of up to 35 miles that recharges using a standard 120 volt electric outlet in as little as four hours. The ZENN is far less complex than a conventional car or a hybrid, with significantly fewer parts. There is no oil to change and no emission standards to meet, no exhaust, comparatively little maintenance ... and no emissions! . The cost of operating a ZENN is just over two cents per mile (fuel efficiency is equivalent to 280 miles per gallon) and the cars are typically very inexpensive to insure. The low cost of operating a ZENN, the low initial purchase price, and its exceptionally small carbon footprint deliver guilt-free savings for years to come.

ABOUT ZENN MOTOR COMPANY

www.ZENNCars.com

ZENN Motor Company, Toronto, Canada, is dedicated to being the global leader in zero emission transportation solutions for markets around the world. Driven by quality, ingenuity, and a philosophy of social responsibility, the ZMC team is redefining what is possible in both urban and business fleet transportation.

The ZENN™ (Zero Emission No Noise) provides an excellent alternative transportation solution for environmentally conscious drivers who want to dramatically reduce their operating costs and free themselves from dependence on oil. The current ZENN low speed vehicle is perfect for urban commuters and commercial fleets such as resorts, gated communities, airports, college and business campuses, municipalities, and parks and is sold through a network of retailers across the United States and directly by the Company in Quebec.

The planned commercialization and implementation of the ultra capacitor being developed by ZENN Motor Company's strategic partner EESstor, Inc., is expected to enable future ZMC vehicles and ZENNERgy™ drivetrain powered vehicles to travel at speeds and distances similar to internal combustion powered vehicles but at a fraction of the cost and with zero emissions!

For additional information please contact:

Isaac Cronin

Publicist

ZENN Motor Company

Tel. (510) 644-9517

icronin@ZENNCars.com

