

COMMUNICATION GUIDE

CFMOTO ZFORCE 1000 Sport

Explore New Horizons

MODEL YEAR 2021

FOR INTERNAL USE ONLY



FOREWORD

Dear distributors,

ZFORCE 1000 Sport will soon become available in the global markets! The model comes out with great strategic significance not only for CFMOTO itself but also for the global markets. Compared with Polaris and BRP pure super-sport SSV, ZFORCE 1000 Sport was not only developed to have excellent performance, but also offered at an affordable price.

To assist in your sales and marketing work, the headquarter tries to provide knowledge and information about this model from different perspectives by offering you this Communication Guide.

The communication guide includes two parts: product analysis and execution plan.

Let's start to explore the ZFORCE 1000 Sport!



Part A-Product Analysis

1. Foreword
2. Development Background
3. Market Trend
4. Naming
5. Positioning
6. Target Group
7. Product Highlights
8. CFMOTO Accessories
9. Communication Concept
10. Picture Style
11. Graphic Concept

Part B-Execution Plan

1. Key Points
2. Store Display
3. Digital
4. Events & Fairs



2. DEVELOPMENT BACKGROUND



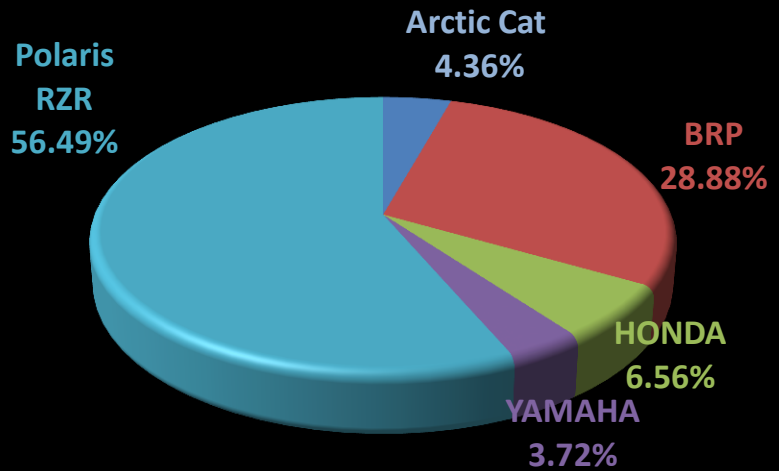
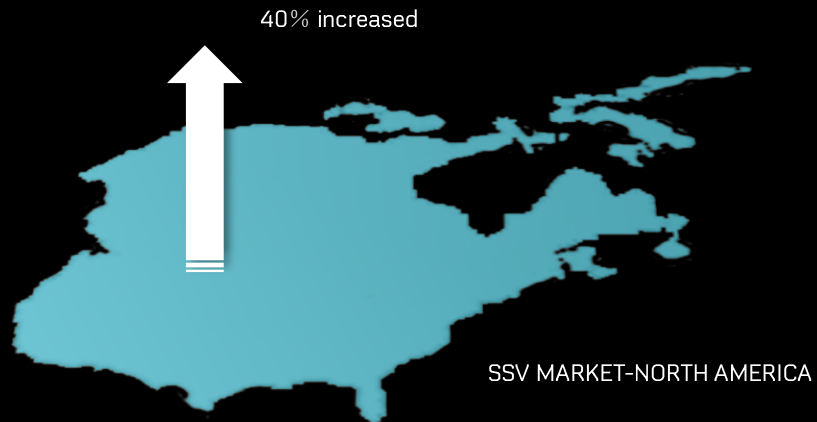
At present, the North American SSV market is fiercely competitive. Honda, Kawasaki, Polaris and BRP all launched high-performance sport SSVs in 2019. It was the first time that Honda and Kawasaki launched the high-performance sport SSV products and officially announced their entry into the SSV world. Polaris and BRP continue to launch benchmark products with nearly 200HP horsepower in the RZR and X3 series respectively. The major manufacturers have shifted their focus to super sport SSV products above 110HP. For the 50inch and 60inch basic SSV models, the entire industry does not pay much attention, and the product development speed is basically at a standstill. However, for the road use scenario of 50inch & 60inch Trail, the basic version of the SSV model still has great market demand. This is the original intention of CFMOTO to develop ZFORCE 100 Sport.



3. MARKET TREND

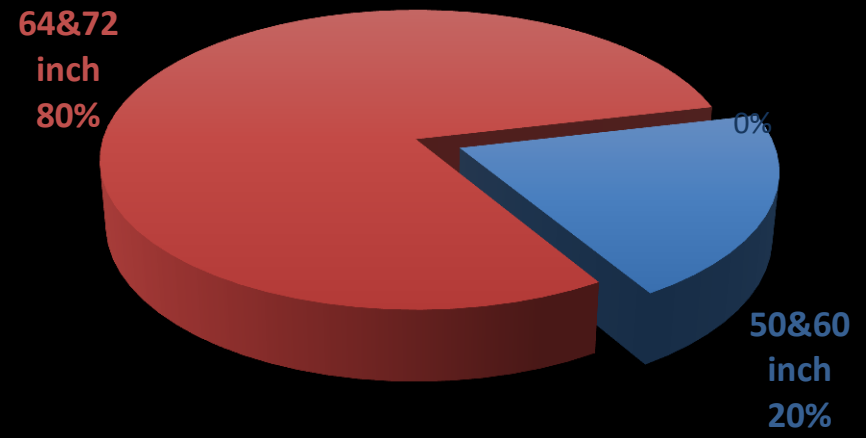


- In the past 4 years, the whole North America SSV market has been growing fast, increasing by 40% and the whole market volume hits 100000 units/year.



2019 NORTH AMERICA MARKET SHARE-MAIN BRANDS

- The increment is mainly from super-sport SSV vehicles above 110HP, while the 50 & 60 inch market capacity slightly goes down but it still maintains around 20000 units/year. In the past 3 years, many tier-1 manufacturers have been developing and updating super-sport products, while ignoring the 50&60 inch SSV development and update.
- CFMOTO notices the basic SSV market was losing vitality and we would like to bring ZFORCE 1000 Sport to market to inject fresh energy and also gain the recognition by the outstanding vehicle performance and design.
- ZFORCE 1000 Sport is aimed at the global markets, with the main market being North America and Europe and Oceania closely follow.



4. NAMING



- ZFORCE 1000
- ZFORCE1000Sport
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ZFORCE 1000 Sport

5. POSITIONING



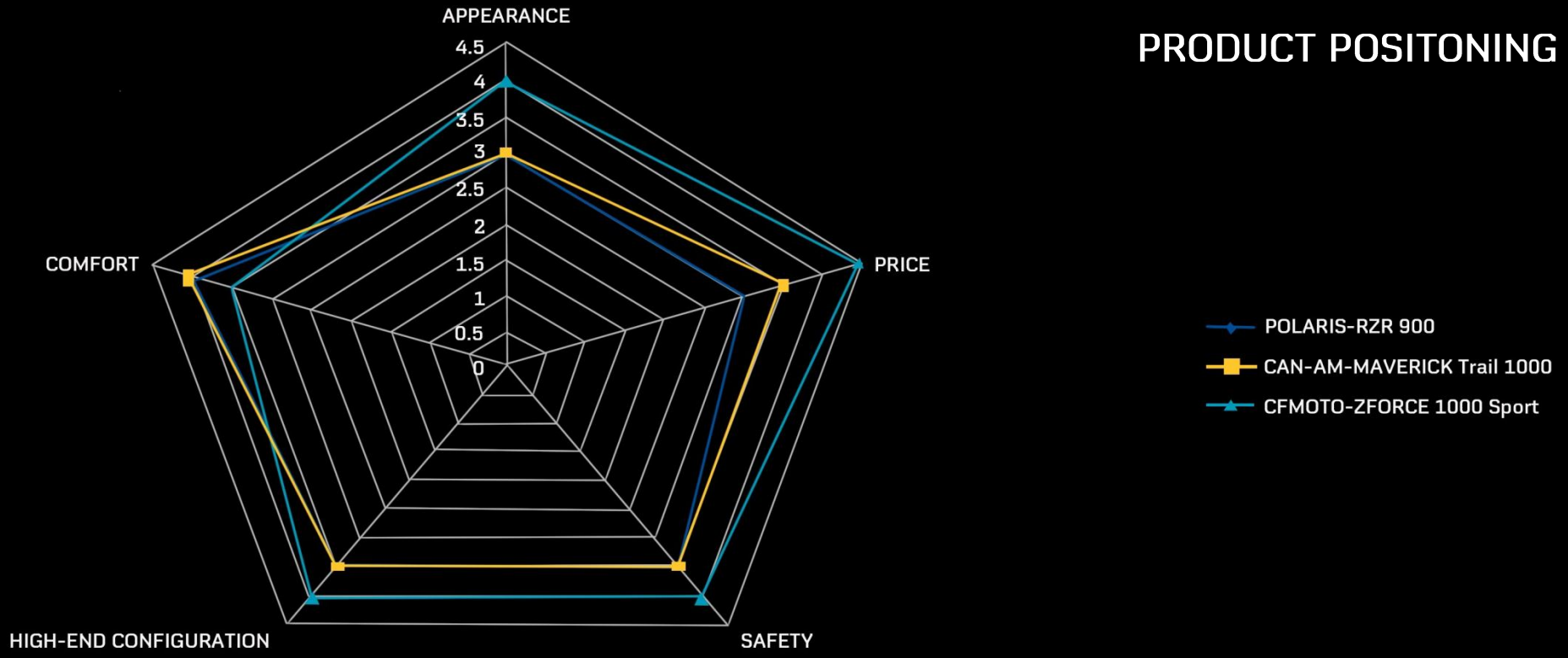
EXPLORE NEW HORIZONS

ZFORCE 1000 Sport



The CFMOTO ZFORCE 1000 Sport is a new entry-level sport SSV model with an original ID design, able to bring you sporty riding experience and high cost-effective performance.

PRODUCT POSITONING



SPECIFICATIONS COMPARISON

CFMOTO
WINS

CFMOTO
ZFORCE 950 Sport

CAN-AM
MAVERICK Trail 1000

POLARIS
RZR 900

Engine	√	962cc,V-Twin,liquid cooled engine, 79HP	976cc,V-Twin Rotax engine, 75HP	875cc,DOHC twin cylinder engine, 75HP
Power Steering	√	Variable anti-resistance EPS	NO	NO
Suspension System	√	FR:11" Dual A-arm with sway bar RR:12" 4-link Trailing-arm with sway bar	FR:10" Dual A-arm with sway bar RR:10.5" TTA with sway bar	FR:10" Dual A-arm with sway bar RR:10" Dual A-arm with sway bar
Shock	√	Compression & rebound adjustable piggyback gas shock	Gas charged shock	ZF Sachs
Wheels & Tire	√	14" Aluminum rim with CST tire	12" Steel rim with Carlisle ACT tire	12" Stamped steel rim with PXT tire
Ground Clearance	√	12.2"	10"	11"
Wheelbase		90"	90.6"	79"
Fuel Capacity		36.5L	37.8L	35.9L
Protection	√	Front bumper,roof,1/4 side doors, fenders[optional]	1/2 Side doors, front bumper	1/4 Side doors
Ergonomics	√	Two-way adjustable driver & passenger bolstered seats	Two-way adjustable driver base seats	Two-way adjustable driver bolstered seats
Electrical Components	√	5" TFT gauge, Winch, LED lighting,600 watt magneto	4.5" Digital display, halogen headlight & LED taillight, 650 watt magneto	2" LCD+analog, halogen headlight & LED taillight, 560 watt magneto

*The compared models are under the EPA regulations!

6. TARGET GROUP





Target Group Characteristics

- 35-60 years old
- male
- Loving nature and devoting to the outdoor sports
- Focus on high cost-effective performance
- Value vehicle design and riding experience
- Middle-class with independent disposable personal income



Main Target Group

Beginner:

The amateurs who are eager to have sporty riding experience such as in deserts or in jungles. No need of professional riding skills. The vehicle has simple and stable control and excellent power performance. The accessories come as standard will also provide more security and protection during the exploration.

Advanced rider:

This is a good choice for the middle-size engine SSV owners to go further. High cost-effective performance and outstanding design will make it a wonderful option.



7. PRODUCT HIGHLIGHTS





1. CFMOTO original ID design

- Design concept: Less is more
- Smooth lines
- Aggressive stance

At present, those expensive pure supersport SSV vehicles have the trendy & original looking while the recreational SSV model appearance generally goes out of the style, so CFMOTO tries to offer a product that can meet the users' needs.

1. CFMOTO original ID design

Dual Exhaust Tail Pipe

The innovative design of two iconic and eye-catching "gun barrels", bringing the feeling of flying and sporty, while increasing the height of the air intake, thus improving the wading performance of the SSV.



2. EXTRAORDINARY RIDING EXPERIENCE

- Variable anti-resistance EPS control
- Dual A-arm front suspension & multi-link rear suspension
- Quick-response ETC
- ECO/SPORT mode
- Low RPM with high torque output characteristic
- 10.6 engine compression ratio
- Front and rear sway bar
- 36.5L fuel tank
- Dual exhaust muffler tail pipe, smooth and raging exhaust sound



3. LIGHTING & GAUGE

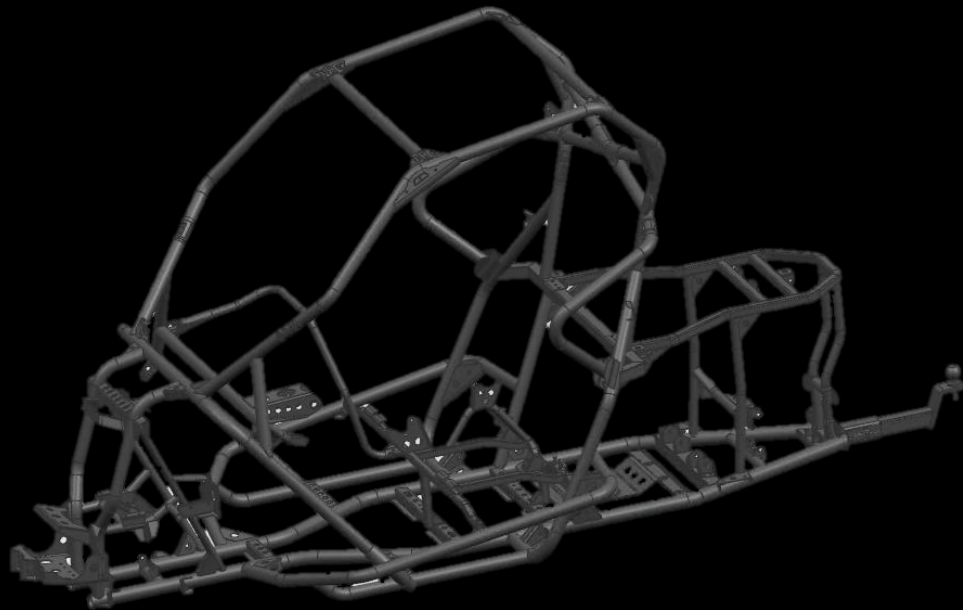
- PULSE multifunction color TFT display
- ECO/SPORT MODE
- Auto Brightness Adjustment

- RIDEVISION high-intensity LED headlights & DRL



4. “CRADLE STYLE” FRAME

- Frame strength increased by 10%
- 20CrMo high-strength alloy steel
- The weight is 15% lower than before



5. ERGONOMICS

- Driver & passenger adjustable feature, 96mm of front-to-back adjustability
- Tilt steering wheel
- Bolstered seat
- Three-point safety belt with buffer. Better protection for the human body during emergency braking



6. HIGH CONFIGURATION STANDARD

- 3500lb winch

- Roof

- Front bumper

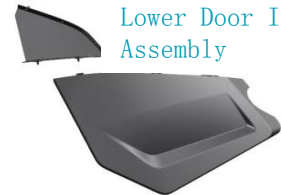


8. CFMOTO ACCESSORIES





Rear Mirror Assembly



Lower Door Inserts Assembly



Front Bumper



Vehicle Cover



Rear Bumper



Winch Rope



Winch Rope Fairlead



Nerf Bars Assembly

Assembly Name: Front Bumper Assembly with Brush Guard

Assembly Code: 5BY#-801100-1000

Key Features:

- Steel Tube Diameter: $\varnothing 38\text{mm}$
- Wall Thickness: 2mm
- Easy to install
- Front vehicle protection
- Headlight Protection
- E-coated with black powder coat



*Photos are for illustrative purposes only.

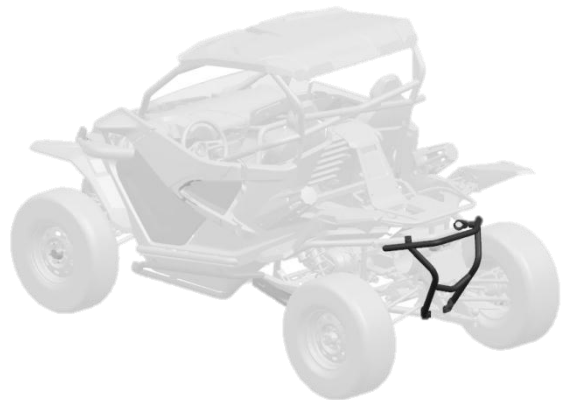
ZFORCE
1000 sport

Assembly Name: Rear Bumper Assembly

Assembly Code: 5BY#-801200-1000

Key Features:

- Steel Tube Diameter: $\varnothing 38\text{mm}$
- Wall Thickness: 2mm
- Easy to install
- Rear vehicle protection
- Taillight Protection
- E-coated with black powder coat



*Photos are for illustrative purposes only.

Assembly Name: Nerf Bar Assembly

Assembly Code: 5BY#-801300-1000

Key Features:

- Steel Tube Diameter: $\phi 38\text{mm}$
- Wall Thickness: 2mm
- Easy to install
- Side Vehicle Protection
- E-coated with black powder coat



*Photos are for illustrative purposes only.

Assembly Name: Lower Door Inserts Assembly

Assembly Code: 5BY#-807000-1000

Key Features:

- Injection molded polypropylene, Textured
- Reinforce main panel
- Easy to install
- Full lower door coverage
- Good Seal
- Excellent fit and finish



*Photos are for illustrative purposes only.

Assembly Name: Side Mirror Assembly

Assembly Code: 5BY#-805500-1000

Key Features:

- The mirror area bigger than 300 cm²
- Aluminum mounting brackets
- Easy to install
- Apply to Europe Standard



*Photos are for illustrative purposes only.

Assembly Name: Synthetic Winch Rope

Assembly Code: 7020-800750

Features:

- High strength winch rope, pull up to 3500 lbs
- Rope length up to 12 meters
- Light weight, easy to carry
- Durable, sea water resistance, UV resistance and temperature difference repetition, etc
- Convenient, fast and safe operation



*Photos are for illustrative purposes only.

Assembly Name: Vehicle Cover

Assembly Code: UNIS-850300

Features:

- Fit on ZFORCE 950 Sport and ZFORCE 1000 Sport
- Dust Proof
- Water Proof
- Ultraviolet Proof



*Photos are for illustrative purposes only.

Assembly Name: Winch Rope Fairlead

Assembly Code: 7030-150701

Features:

- Use for CFMOTO winch

FORCE
1000
sport



*Photos are for illustrative purposes only.

More accessories will be launched in coming months.

Center mirror



Rear Cargo Box



- Full Windshield
- Half Windshield
- Rear Panel
- Audio System

.....

9. COMMUNICATION CONCEPT



EXPLORE THE HORIZONS

Take your trek to the next level with the CFMOTO ZFORCE 1000 Sport. Equipped with performance components and rugged, off-road-ready equipment, the ZFORCE 1000 Sport is ready to head outdoors for fun and adventure. Strong, useable power with improved CVT performance come together with a stronger, lighter frame and premium suspension, adding up to a thrilling ride, capable of conquering harsh terrain and exploring new horizons. Let go of everyday limits and prepare for new horizons with the ZFORCE 1000 Sport.

ZFORCE 1000 Sport

Features

Target group

Original ID Design

High-end Configuration

Comfortable Handling

Middle Class Male

Communication focus: FUN AVANT-GARDE UNIQUE

Slogan: **EXPLORE THE HORIZONS**

COMMUNICATION FEATURES & BENEFITS

- **AVANT-GARDE DESIGN**

- Design concept: Less is more
- Continuous, smooth, sporty body lines
- A combination of modern aesthetics

- **HIGH-END CONFIGURATION**

- Electronic Throttle Control
- Quick-Ratio variable Electronic Power Steering(comes standard)
- PULSE multifunction color TFT display with two view modes
- High-intensity LED headlights & DRL, ECE and DOT certified, 80% brighter than halogen
- CVTech transmission without engine braking

- **COMFORTABLE HANDLING**

- AA arm front suspension with fully adjustable gas shocks
- Rear suspension with fully adjustable gas shocks
- Custom Seats with 96mm of front-to-back adjustability
- Tilt steering allows 110mm of adjustability at the wheel, further allowing drivers to tailor the cockpit to their size and preference.



10. Picture Style



KEY MESSAGES

- Style:

Grand and sporty feel

- Environment:

Non-paved road, such as gobi, desert, hill, forest, puddle and mud etc.

- Shooting angle:

Big and grand scene

Emphasize the extreme sporty performance of ZFORCE 1000 Sport

- Rider:

The riding style focuses on highlighting the playfulness of the product: slope jumping, drifting, sand dumping, climbing, crossing water (or mud), etc.



PICTURE STYLE



COLOR GRADING

To give a sporty, sharp and grand feel to the pictures

- The contrast of the picture has become stronger
- Separation of the vehicle and the background tones
- The picture highlights the action state of the product itself.



11. GRAPHIC CONCEPT



GRAPHIC CONCEPT

KEY MESSAGES

- Focus on highlighting the sense of technology and sport
- Main color: silver gray / matte gray
- Secondary color: dark grey
- Brand color : CF blue

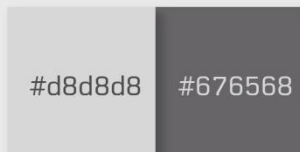


GRAPHIC CONCEPT

ZFORCE 1000 Sport

Silver grey/matte grey

RGB:216 216 216
CMYK:18 13 13 0
#4d4d4d



RGB:103 101 104
CMYK:67 60 54 5
#676568

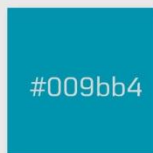
Dark grey

RGB:26 26 26
CMYK:84 80 79 65
#1a1a1a



CFMOTO Blue

RGB:221 221 221
CMYK:16 12 11 0
#0096af



GRAPHIC CONCEPT

ZFORCE 1000 Sport

PERCENTAGE



GRAPHIC ELEMENTS

**EXPLORE
NEW
HORIZONS**
ZFORCE 1000 Sport

- The slogan of ZFORCE 1000 Sport-explore new horizons, is the first piece of information for the reader to see on the graphic.
- The slogan have a very unique design. It can be dark grey or white. Its position and size are flexible to achieve a visual balance.
- The proportion of the slogan design can not be changed.
- The slogan must be applied together with the product name or the product itself. It is strictly forbidden to use the slogan alone graphics.



Part B-Execution plan

1. Key Points
2. Store Display
3. Digital
4. Events & Fairs



1. KEY POINTS



PROGRAM		DATE	CONTENTS
➤ Store Display	New product decoration in store	Within 3 days after POS materials arrive in your store	Select a good place to display the new vehicle; use POS materials and complete the decoration of the new vehicle area according to the design scheme;
	Test ride vehicle	Within 3 days after the vehicle/s arrive in your store	<ol style="list-style-type: none"> 1. The test ride vehicle should be kept in good condition and not used for other things. 2. Stick the sticker on the rest ride vehicle.
➤ Activities	Test ride	Consistent	<ol style="list-style-type: none"> 1. Invite potential users/old customers to the store for a test ride. 2. Prepare and schedule test ride activities.
➤ Online Communication	Official web/social media & communication	Consistent	<ol style="list-style-type: none"> 1. Warm-up product information according to the release schedule. 2. Release the pictures, videos , graphics on your official web and social media.



2. STORE DISPLAY

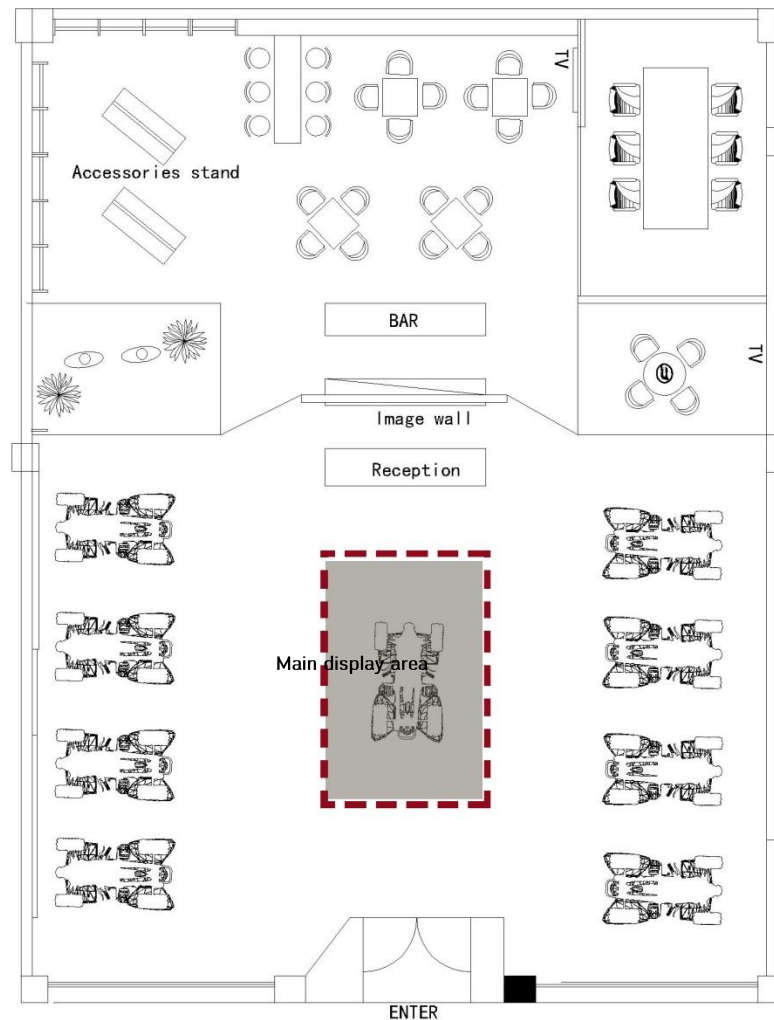
- DESIGN
- MATERIALS



DESIGN-LAYOUT

Please follow as below:

- Find a central/major/important area to display ZFORCE 1000 Sport in your showroom to highlight this new product.
- The layout on the right is a sample for your reference.






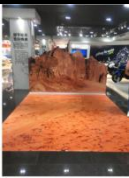


DESIGN-SCHEME

Please follow as below:

- Follow the design picture on the right side to complete the decoration of the new product area.
- The materials include hanging poster, decorative board, floor sticker, standing poster, specs stand.



MATERIALS-POS MATERIAL LIST

NO.	ITEM	PICTURE	SIZE(MM)	QUANTITY	CODE	NOTE
1	Hanging picture(double-sided)		W:1500*H:2000	2	701110-00205	CFMOTO can provide based on purchase order
2	Standing poster		W1000*H1800	1	701110-00197	CFMOTO can provide based on purchase order
3	Test ride sticker		/	1	701110-00210	CFMOTO can provide based on purchase order
4	Decorative backboard		W3000*H1800	1	701110-00209	CFMOTO can provide based on purchase order
5	Floor sticker		L3480*W3000	1		CFMOTO can provide based on purchase order
6	Specs sheet		W210*H297	/	/	Made by dealer themselves, CFMOTO provide source files(AI format)
7	SEG-Lightbox		W1200*H800	1	701110-00200(film) 701110-00199(film &frame)	CFMOTO can provide based on purchase order

MATERIALS-DETAIL

NAME: Hanging picture (double-sided)

SIZE: W:2000mm*H:1500mm

CODE: 701110-00205

MATERIAL: Mesh fabric, both-sides
printed



Code: 701110-00205

MATERIALS-DETAIL

NAME: Standing poster

SIZE: W1000mm*H1800mm

CODE: 701110-00197

MATERIAL: Iron base, aluminum frame, tricot fabric



MATERIALS-DETAIL

NAME: Test ride sticker

CODE: 701110-00210

MATERIAL: PVC

The logo features a stylized white 'Z' shape with a horizontal bar through its center, set against a dark background. Below the 'Z' is the text 'TEST RIDE' in a bold, white, sans-serif font.

MATERIALS-DETAIL

NAME: Decorative backboard

SIZE: W:3000mm*H1800mm

CODE: 701110-00209

MATERIAL: PVC, UV print



MATERIALS-DETAIL

NAME: Floor sticker

SIZE: W: 3000mm*L3480mm

CODE: Coming soon

MATERIAL: PVC, UV print



MATERIALS-DETAIL

NAME: Spec sheet


SIZE: W210mm*H297mm

MATERIAL: 250g coated paper printing

OVERALL DIMENSIONS	
Length x Width x Height	3135x1820x1820 mm
Wheelbase	2285 mm
Seat Height	395 mm
Minimum Ground Clearance	310 mm
Minimum Turning Diameter	11 m
Curb Weight	690 kg
Payload Capacity	350 kg
Fuel Capacity	38.5 L

ENGINE	
Engine Type	V-Twin cylinder, Liquid cooled, 4-stroke, SOHC, 8-Valve
Displacement	962.6 cc
Compression Ratio	10.6:1
Fuel Supply	EFI
Ignition	ECU
Transmission	CVT

CHASSIS	
Drive	Switchable 2WD/4WD
Brake	Front-wheel side brake [CBS]+rear wheel side parking
Suspension	Front: Double beam, independent suspension Independent suspension Rear: Multi-connecting rods, independent suspension
Shock Absorber	Front/Rear: Coil spring+air damping
Rim	Front: 14 x 7 DAT Rear:14 x 8 DAT
Tire Pressure	Front: 27 x 9.0DR14 Rear:27 x 11.0DR14
Color(s) Available	Ghost Grey Silver Ferrari red

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MATERIALS-DETAIL

NAME: SEG-Light box

SIZE: W1200mm*H800mm

CODE: 701110-00200(film)

701110-00199(film &frame)

MATERIAL:

1. Frame: 60mm-thick; aluminum; inlaid with LED lights
2. Picture: Soft film; UV-coated HD printing fabric;
3. Voltage: 100V-250V; waterproof



3. DIGITAL

- DIGITAL MEDIA STRATEGY
- DIGITAL COMMUNICATION PLAN

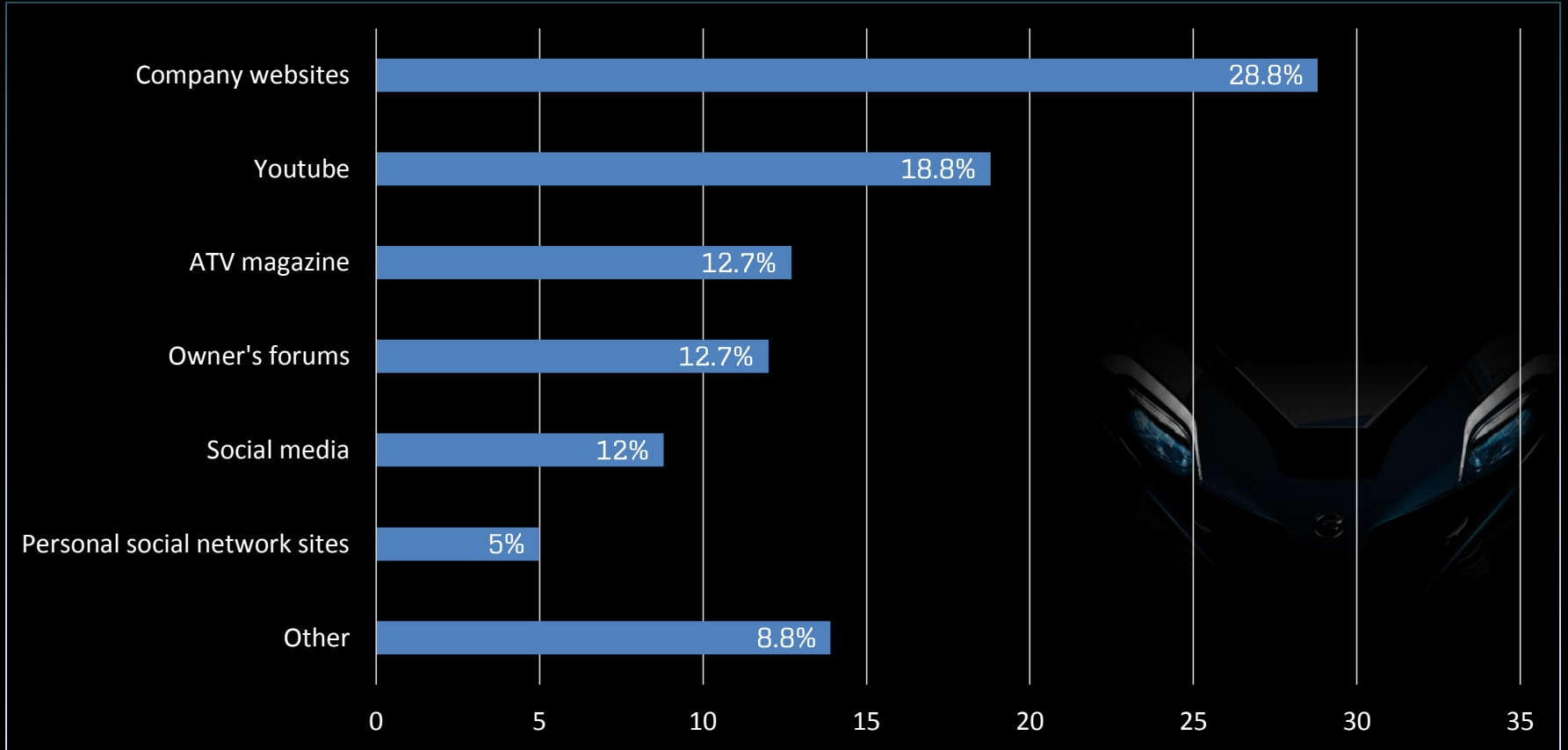


MEDIA STRATEGY

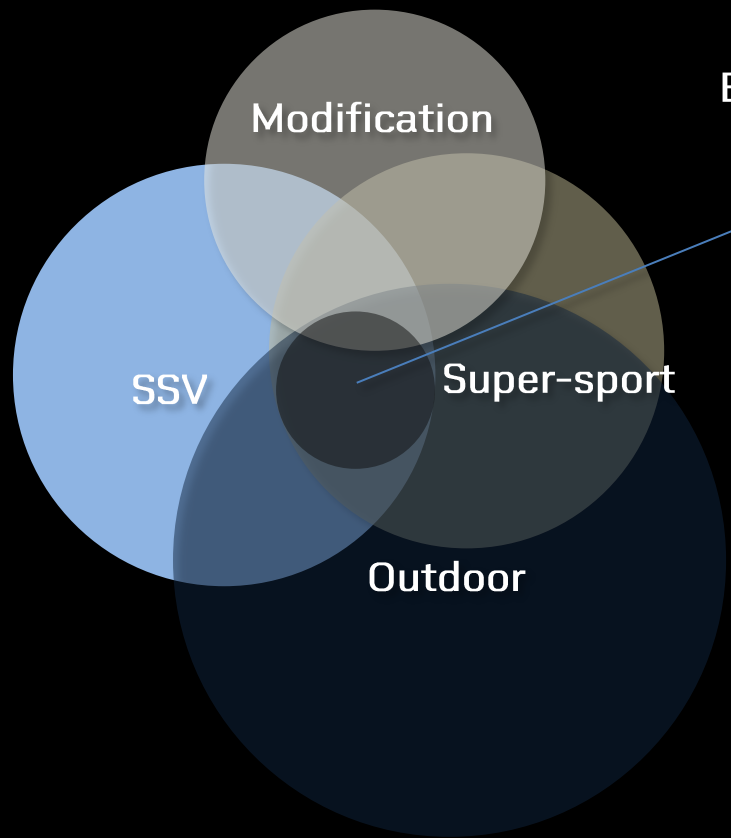
- WHERE DO OWNERS FIND ALL-TERRAIN VEHICLE INFO?
- CIRCULAR MARKETING
- MEDIA STRATEGY
- DIGITAL STRATEGY



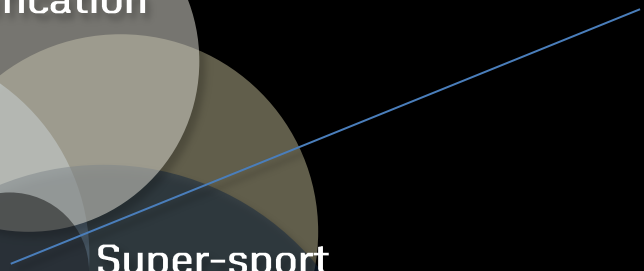
WHERE DO OWNERS FIND ALL-TERRAIN VEHICLE INFO?



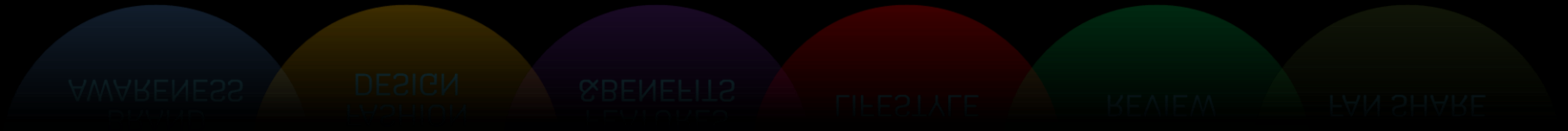
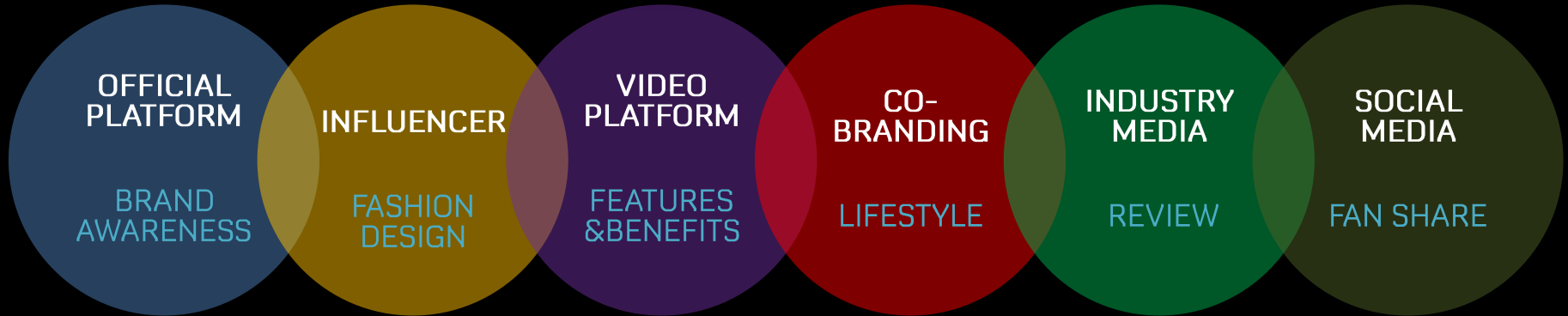
CONTENT GUIDANCE



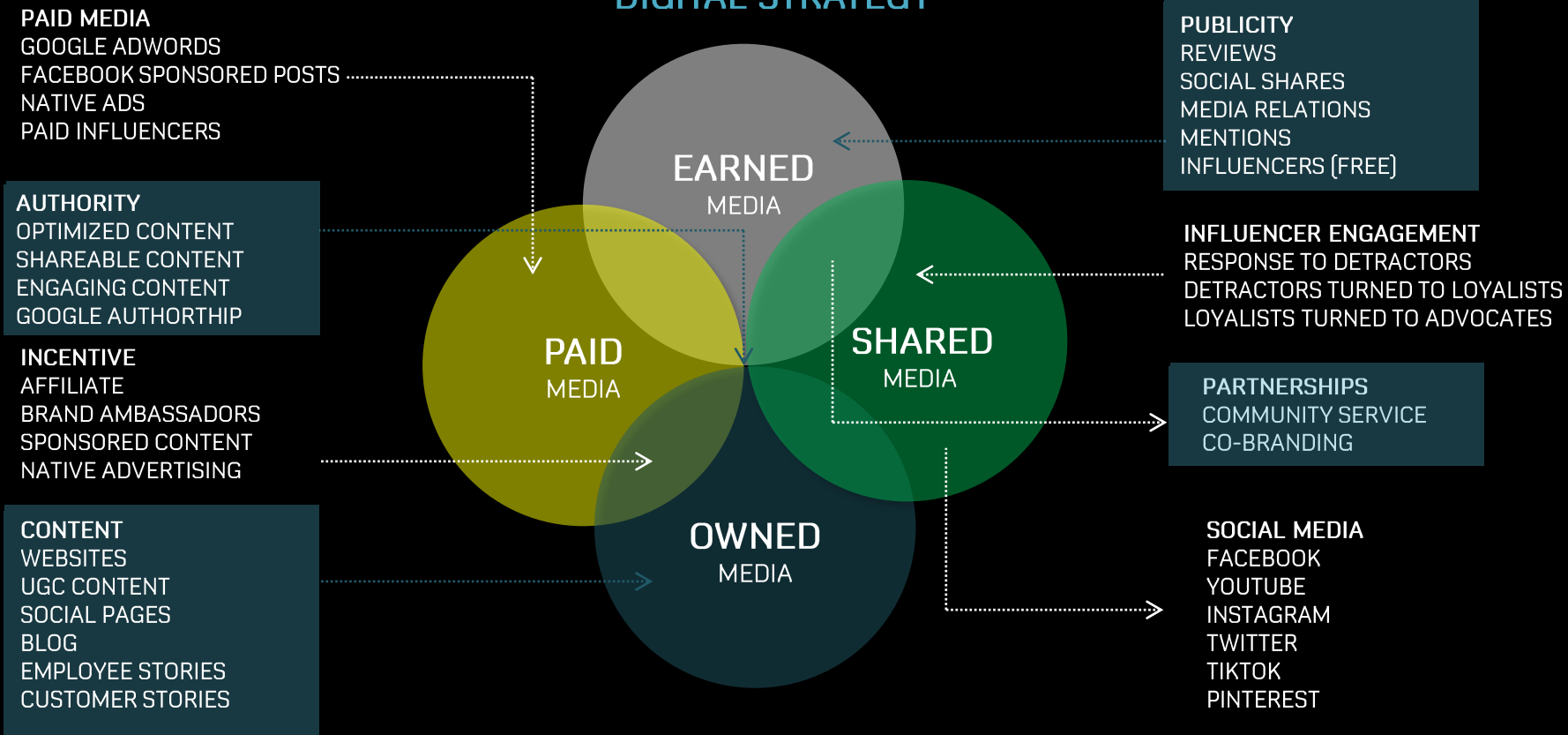
Entry-level sport SSV



MEDIA STRATEGY



DIGITAL STRATEGY



OFFICIAL DIGITAL COMMUNICATION PLAN

WHAT	WHERE	WHEN	NOTE
Release kit	Download center	3 th , August	1. Store materials 2. Communication guide
KV	Facebook, Instagram, Twitter, Download center	10 th , August	Please share on your channels
Banner	Official website, Facebook, Download center	10 th , August	Please do on your channels
Action pictures_1	Facebook, Instagram, Twitter	12 th , August	Please share on your channels
Product video	Facebook, Instagram, Twitter, Youtube, Download center	14 th , August	Please share on your channels
Website product page	Official website	14 th , August	Please do on your own website
Google Ads	Google & GDN	14 th , August	Search ads; Display ads; Youtube ads
Press release	Official website & Releasewire	14 th , August	Please share on your channels
SEO	Google & Official website	14 th , August	Keywords organic ranking optimization
F & B pictures	Facebook, Instagram, Twitter, Download center	16 th , August	Please share on your channels
Racing / event pictures	Facebook, Instagram, Twitter	22 th , August	Please share on your channels
F & B video	Facebook, Instagram, Twitter, Youtube, Download center	28 th , August	Please share on your channels
Fan share picture	Facebook, Instagram, Twitter	6 th , September	Please share on your channels
Action pictures_2	Facebook, Instagram, Twitter	12 th , September	Please share on your channels

4. EVENTS & FAIRS





● Dynamic Launch or Press Conference

- Release of new model and price; Test ride of the new model

● Exhibition

- Display on international A-level shows or national shows

● Test Review

- Media: wider coverage after launch, F&B descriptions;
- KOL: share riding experiences and dissolve public's concerns;
- KOC: User experience sharing from peers, more down-to-earth and persuasive, attract potential customers, WORD-OF-MOUTH

● Test Ride

- Organized by dealers; people drawn to dealer stores; more details in BASIC NORMS FOR TEST RIDE

● Cross-country Experiential Camp

- Fan gatherings

● ZFORCE 1000 Sport Championship

- Bonus to existing customers;
- Local Stops +National Competition throughout the year to maintain the heat of the product

● Cross-desert/rainforest... Experience

- Bonus to existing customers; Can be a stop of Championship

CROSS-DESERT EXPERIENCE





CROSS-RAINFOREST EXPERIENCE



ZFORCE 1000 Sport CHAMPIONSHIP





EXPERIENCE
MORE
TOGETHER

BASIC NORMS FOR TEST RIDE

// Set-up

- Use CFMOTO elements properly to build a clear and consistent brand image which also fits into the test ride;
- Use disposable decals for test only, as shown in the picture on the right.

// Safety First

- Offer security guidance; make sure every rider wears safety gears correctly and signs a liability waiver.

// Maintenance Support

- Carry and replace vulnerable parts.

// Splendid Moment

- Take photos/videos to deepen potential customers' impression and help with communication to attract more people.



EXPLORE NEW HORIZONS

ZFORCE 1000 Sport

