

FOR IMMEDIATE RELEASE

Media Contact:
Alex Campbell, ZAP
707-525-8658 ext. 241
acampbell@zapworld.com



ZAP to Unveil Alias Performance Electric Car at NADA January 24

SANTA ROSA, Calif. (January 20, 2009) – Electric transportation pioneer ZAP (OTC BB: ZAAP) will give auto dealers a first-hand look at its pre-production running Alias roadster during the National Automobile Dealers Association annual exposition January 24-27, 2009 in New Orleans, booth number 4763.

The ZAP Alias is a stylish, 100% electric, 2-seater capable of freeway speeds. ZAP indicated the mass-production version of the Alias is targeted to be priced under \$35,000. In 2009, ZAP plans to produce a limited number of hand-crafted, Signature Series Alias roadsters.



"This is a logical progression for the market over the next five years as demand gears up for electric cars," says ZAP CEO Steve Schneider. "Consumer interest indicates there is already a market for thousands of units. Independent research and our own experience tell us the future of the auto industry requires a radical change in thinking and the Alias is uniquely positioned to capture demand for an affordable vehicle of this type."

Schneider says the goals for the ZAP Alias were breathtaking design, freeway speeds, 100-mile range, and an affordable price point. The design is a result of collaboration between ZAP and premier automotive engineering consulting in the United States and Europe. While ZAP has contracted most of its manufacturing to China over the past several years as a way to remain cost-competitive, the company will be building the Alias in the United States. ZAP is currently in negotiation to finalize its production requirements.

ZAP's Chairman Eqbal Al Yousuf stated that he is very passionate about the future of electric vehicles and is assigning Al Yousuf Group's COO, Mr. Ashraf Saeed, to oversee project management for the Alias.

Other design goals of the ZAP Alias include rapid 0-60 MPH acceleration, lithium-ion batteries, regenerative braking, composite shell, solar glass, integrated GPS, and "Lambo-style" doors. The Alias is powered by an AC induction motor running at 216 volts.

- more -

ZAP Alias Unveiled (January 20, 2009) – Page 2

ZAP currently offers a line of small, 40 MPH electric cars and trucks under \$15,000 as well as other electric vehicles. The company operates one of the only EV distribution and service dealer networks in existence with more than 50 dealers throughout the USA. ZAP has taken many vehicles from concept to production since its inception in 1994 and has shipped more than 100,000 electric vehicles to customers in more than 75 countries. It has manufacturing partners in China, Europe, South America and the United States.

Electric transportation has been winning fans. Deutsche Bank analyst Rod Lache states that “There’s an inherent braking mechanism on our economy that’s tied to oil and will limit our economic growth. This is one of the reasons we’re bullish on electrification of the industry.”

Electric vehicles are less expensive to fuel and maintain. Even counting the emissions from electric power plants, studies electric vehicles can reduce automotive emissions by 90 percent compared to gasoline. Electric vehicles are fun to drive, with quiet, smooth acceleration. Interested buyers can reserve the ZAP Alias now online at www.zapworld.com.

About ZAP

ZAP has been a leader in electric transportation since 1994, delivering over 100,000 vehicles to consumers in more than 75 countries. ZAP manufactures a line of electric vehicles, including electric city-cars and trucks, motorcycles, scooters, bicycles, and ATVs. ZAP sells some of the only electric city-cars, trucks and vans in production today and is developing a high-performance electric vehicle called the ZAP Alias. For product, dealer and investor information, visit <http://www.zapworld.com>.

This press release contains forward-looking statements. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including, without limitation, continued acceptance of the Company's products, increased levels of competition for the Company, new products and technological changes, the Company's dependence upon third-party suppliers, intellectual property rights, and other risks detailed from time to time in the Company's periodic reports filed with the Securities and Exchange Commission.

Contact:

Alex Campbell
ZAP Media Relations
707-525-8658 ext. 241
acampbell@zapworld.com

Philip Mickelson
ZAP Investor Relations
707-525-8658 ext. 207
pmickelson@zapworld.com