



## Customer Spotlight

How ZEAL Motor Uses Zea to  
Power the Future of Off-Road  
Innovation



Photos courtesy of ZEAL Motor Inc.

# About ZEAL Motor - Fat Truck



- Founded in 2017
- Builds amphibious, all-terrain "Fat Trucks"
- Used for everything from disaster relief to national defense
- Rapid growth brought complex challenges in communicating technical information for service and assembly.

That's where Zea came in.

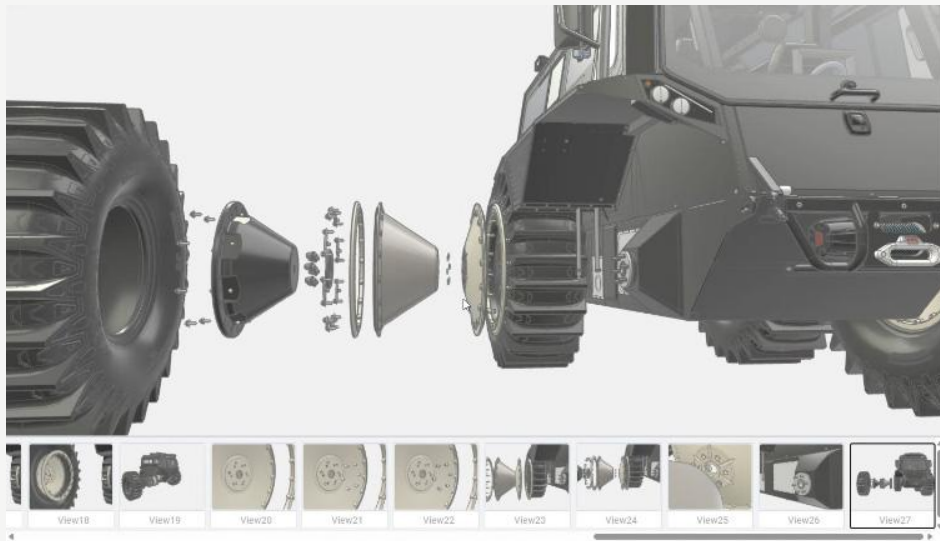


- Originally ZEAL Motor relied on traditional CAD software
  - Cumbersome and expensive, difficult to scale
  - Take screenshots, put them into Word docs, export PDFs, print them, redo the entire process every time there was a product change (often).
- Zea was a perfect fit for replacing this out-to-date workflow.



**"There used to be thick manuals—you had to flip through pages to find anything. Now, one 3D view in Zea shows you everything. That image tells you 10,000 words of what to do."** David Lord, Customer Service Director, ZEAL Motor

- Zea's cloud-based platform enabled ZEAL Motor to create interactive 3D service instructions
- Rolled out through their dealer portal.
  - Technicians can view immersive, step-by-step guides for complex tasks like drivetrain service or part replacement directly in the field.
- Response was ***immediate***.
  - Field reps were more effective.
  - Customers had fewer questions.
  - Training times dropped.



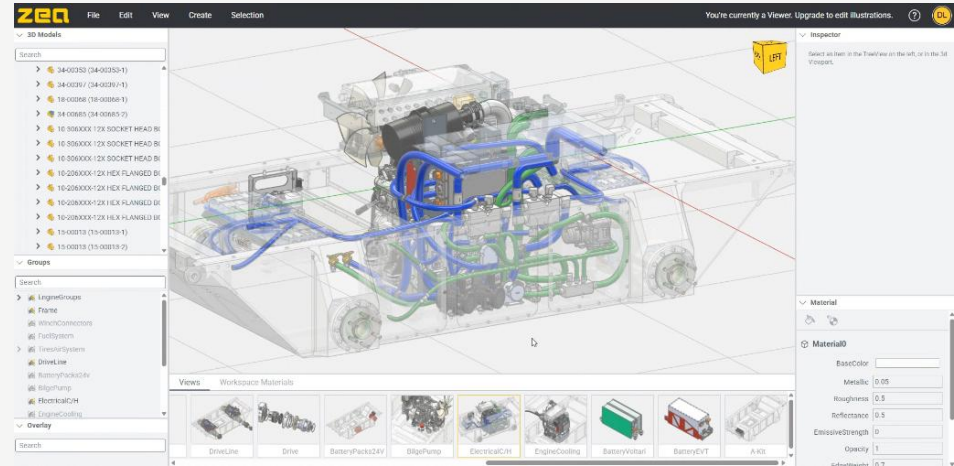
**"We used to hand out PDFs and hope the techs figured it out. Now, with Zea, they get 3D interactive instructions right through our dealer portal website. It's easier to train them, and they actually enjoy using it."** David Lord, Customer Service Director, ZEAL Motor



# From Service to the Shop Floor



- Expanding use of Zea to the assembly line.
- Integrating into the shop floor workflow, guiding technicians through assembly.
- Increased agility
  - Part changes are automatic
  - Customized builds possible
  - Designers are incentivized to keep CAD data clean.



**"Some of these vehicles are extremely complex—multiple cooling systems, five electric motors, a diesel generator... and Zea loads the entire 3D model in the browser without breaking a sweat. That's impressive."**  
David Lord, Customer Service Director, ZEAL Motor

- Custom Fat Trucks are common for different customer use cases.
  - E.g. Amphibious drivetrain configurations for border patrol vehicles that float across rivers.
- Zea's lightweight, browser-based platform is well suited for this kind of agility.
  - Custom builds easily handled - the digital twin of the customer's model can be loaded instantly.



**"The beauty of Zea is it works for how we operate—fast, lean, and precise. It lets us build instructions once, then deploy them everywhere—from dealers to assembly lines."** David Lord, Customer Service Director, ZEAL Motor

- ZEAL Motor chose Zea for the team behind it.
- Collaboration from the start:
  - Responsiveness
  - Trust
  - Shared problem-solving.

Zea's team works closely with customers, proving that great technology is built on even better relationships.



**"With Zea, it's a collaboration—we're building something better together."** David Lord, Customer Service Director, ZEAL Motor



## Contact Us

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