Business Upgrader for Mac Spring 2026

Sales Guide for Apple and Channel Sellers

Designed to help you move your business install base onto the latest technology.

For Apple Internal and Apple Partner use only. Do not distribute.

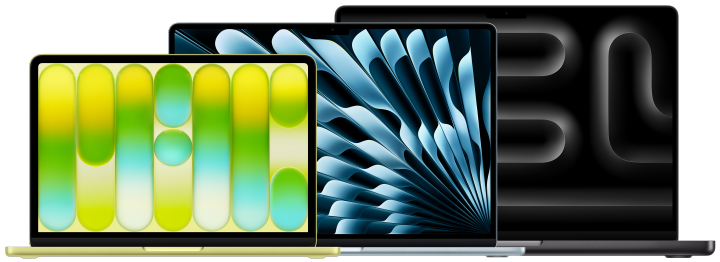
Business Upgrader for Mac

THE PURPOSE

Upgrade customer devices to boost retention and grow account value.

This guide equips sellers with the key benefits of Mac laptops and targeted messaging for upgraders. With the growing demand for AI-ready hardware, Windows 10 reaching the end of life, and PC prices rising, now is the ideal time to:

- Upgrade to align with the 4-year Mac's largest refresh cycle opportunity
- Position Mac for customers who are ready to make the switch



THE TABLE OF CONTENTS

Current Lineup Page 3
Differentiate the new Mac lineup to guide customers in their upgrade journey.

Key Upgrader Features Page 4
Key features to craft your conversation.

Recommended Talking Points for Sellers Page 5
Quick conversation starters.

Detailed Mac Laptop Comparison Page 6
Use this compare document to facilitate and inform an upgrade discussion.

Complete Solution Page 7
Build the right offer for your customers.

Seller Outreach Email and Social Media Page 8
Examples of email and social media copy designed to write effective customer outreach messages.

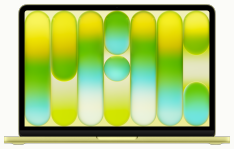
Useful Links:
Compare Mac models > Link
Apple at Work > Link
Newsroom > Link

For Apple Internal and Apple Partner use only. Do not distribute.

Current lineup

Differentiate the new Mac lineup to guide customers in their upgrade journey.

Compare Mac models > *Link*

	 MacBook Neo with A18 Pro	 MacBook Air 13″, 15″ with M5	 MacBook Pro 14″, 16″ with M5, M5 Pro, Max
	Everyday Tasks	**Productive Power House**	**Demanding Pro Workflows**
TARGET USER Ideal customers types	Desk and field workers · healthcare technicians · retail & POS staff · real estate professionals · students	Sales reps • project managers • business owners • HR professionals • analysts	Financial modelers · creative production software developers · video editors · engineers · AI/ML researchers · scientists
CHIP Better performance to speed up tasks	**A18 Pro**	**M5**	**M5, M5 Pro or M5 Max**
UNIFIED MEMORY[1] Keep more apps and larger datasets running	**8GB**	Up to **32GB**	Up to **32GB** (M5) Up to **64GB** (M5 Pro) Up to **128GB** (M5 Max)
STORAGE More room for files and apps on your laptop	From **256GB**	From **512GB**	From **1TB** (M5, M5 Pro) From **2TB** (M5 Max)
BATTERY[2] All day battery life for work on-the-go	Up to **16hrs**	Up to **18hrs**	Up to **24hrs** for MacBook Pro 16″ (M5 Pro) Other devices' battery life varies.
DISPLAY Support for multi-display setups	**One** external display with laptop lid closed	Up to **two** external displays with laptop lid open	Up to **two** external displays with M5 Up to **three** with M5 Pro Up to **four** with M5 Max with laptop open
PORTS Connect more accessories	USB 3 (USB-C) port; USB 2 (USB-C) port	Two Thunderbolt 4 (USB-C) ports	From three Thunderbolt 4 (USB-C), HDMI, SDXC card slot (M5)

Key Upgrader Features

Highlight key features from the latest Mac lineup to craft your conversation.

Run today and tomorrow's AI

Powerful AI performance

- The latest MacBook Pro lineup with M5 chips features a GPU with Neural Accelerators in each core, dramatically speeding up **AI workloads** with large language models (LLMs).

Faster unified memory

- MacBook lineup with M5 chips have 153GB/s of bandwidth, and unified memory **up to 30% faster** compared to M4 models, while MacBook Pro lineup have up to 614GB/s boosting AI-powered workflows for effortless multitasking.

Boost employee productivity

Speed up everyday business tasks

- macOS Tahoe provides a **stable, secure and easy-to-use platform**, so employees can work smarter and faster.

Better display and video call experience

- More brightness to display with **Liquid Retina XDR** on the latest MacBook Pro lineup and **Liquid Retina display** on MacBook Air with M5, making spreadsheet data crisp and imageries vibrant.
- **Advanced cameras, mics, and speakers** make employees look and sound their best on calls.

Keep your team connected

- MacBook Pro with M5 Pro and M5 Max feature Apple's N1 wireless chip delivering Wi-Fi 7, and Bluetooth 6 for reliable virtual collaboration.

M5 family is up to 8x faster in AI performance than M1[4]

Benefits when comparing MacBook Air with M5 to MacBook Air with M1

9.5x faster LLM prompt processing performance[5].

Bigger, brighter Liquid Retina display.

12MP Center Stage camera with Desk View vs. 720p FaceTime HD camera on M1.

Up to **2x more unified memory**.

Benefits when comparing MacBook Pro with M5 to MacBook Pro with M1

Up to **6x faster performance** for AI tasks like local LLM inference.

Up to **2x more Unified Memory.**

Up to **4 more hours of battery life.**

Recommended Talking Points for Sellers

Quick conversation starters to help sellers have the right language to talk to business upgraders.

MacBook Pro 14", 16" with M5 Pro, M5 Max

Questions to ask	Key Message	Performance	Value
• *"Are you looking for a machine that can handle demanding professional workloads all day?"* • *"Does your team work with massive files, complex renders, or large-scale AI/ML models?"*	*"World's fastest CPU core and higher memory bandwidth up to 614 GB/s for the most demanding creative and ML workloads, built for professionals who need sustained pro performance without compromise."*	*"For rendering, large datasets, or running local AI models, with up to 8x faster AI performance vs. M1 [6], and doubled the entry-level storage, this upgrade will push the boundaries of innovation, creativity and research."*	*"M5 Pro is designed to run on-device AI and enable projects like intricate 3D modeling, heavy code compiling, and more. M5 Max powers complex workloads like advanced machine learning models, rendering 3D environments, and beyond for pros."*

MacBook Pro 14" with M5

Questions to ask	Key Message	Performance	Value
• *"Are you running AI tools locally?"* • *"Do you need a machine that can handle multiple demanding tasks at once?"* • *"Are you looking for a Pro-level machine built to stay relevant for years?"*	*"This is the sweet spot of power and value for AI-driven work. More headroom for running local models, faster, and more securely."*	*"Developers, analysts, and power users who need Pro capability, MacBook Pro with M5 is up to 86x faster in AI performance than Intel MacBook Pro and 6x faster than M1 MacBook Pro."*	*"It holds its resale value longer. And with Apple's Guaranteed Buyback program, you can manage the cost of your refresh using Mac's high residual value, keeping upgrades predictable and affordable."*

MacBook Air 13", 15" with M5

Questions to ask	Key Message	Performance	Value
• *"Need a versatile laptop that works great across all the different roles in your organization?"* • *"Is your team starting to explore AI tools in their daily workflow?"*	*"The most versatile and capable laptop for a wide range of job functions with faster performance for complex AI tasks, in a thin yet durable design. If you juggle email, video calls, spreadsheets, and CRM, this upgrade will improve your workflow."*	*"It delivers up to 4x faster performance for AI tasks than M4, and up to 9.5x faster than M1. This makes it an incredibly capable for AI, whether used across apps and system experiences at home, or running LLMs on device in an enterprise [7]."*	*"512GB of storage at $1,799 the lowest-priced we've ever offered. Compared to a PC laptop with an Intel Core Ultra X7 processor, MacBook Air is up to 2x faster [8] for more demanding tasks, and with its all-day battery life."*

MacBook Neo

Questions to ask	Key Message	Performance	Value
• *"What are your employees' day-to-day tasks?"* • *"Does your team primarily work in office, in the field, or a mix of both?"* • *"Are you exploring cost-effective solutions for certain roles?"*	*"Built for new Apple users seeking a Mac that's fast, light, simple, and built for AI. MacBook Neo offers tremendous value to business workers who do a combination of desk and field work. And accessible at a breakthrough price."*	*"Powered by industry-leading Apple silicon, employees get things done using their go-to business apps: Microsoft Word, Slack, Microsoft Excel, Safari. It's up to 50% faster for web browsing compared to bestselling PCs."*	*"Most accessible Mac Apple makes, at $500 less than similar devices. When compared to PCs in its price band, MacBook Neo provides a standout experience, impressive quality, and incredible value."*

For Apple Internal and Apple Partner use only. Do not distribute.

Detailed Mac Laptop Comparison

Use this compare document to facilitate and inform an upgrade discussion.

	MacBook Air 13″	MacBook Air 13″	MacBook Air 13″, 15″	MacBook Pro 13″	MacBook Pro 14″	MacBook Pro 14″	MacBook Pro 14″	MacBook Pro 14′ 16″	MacBook Pro 14″, 16″	MacBook Pro 14″, 16″
Chip	M1	M2	M5	M1	M3	M4	M5	M1 Pro M1 Pro Max	M4 Pro M4 Max	M5 Pro M5 Max
Display size [3]	13.3″ Retina display	13.6″ Liquid Retina display	13.6″ & 15.3″ Liquid Retina display	13.3″ Pro Retina display	14.2″ Liquid Retina XDR display	14.2″ Liquid Retina XDR display9	14.2″ Liquid Retina XDR display	14.2″ & 16.2″ Liquid Retina XDR display	14.2″ & 16.2″ Liquid Retina XDR display	14.2″ & 16.2″ Liquid Retina XDR display
Brightness	400 nits	500 nits	500 nits	500 nits	600 nits	1000 nits sustained	1000 nits sustained	1000 nits sustained	1000 nits sustained	1000 nits sustained
CPU & GPU	8-core CPU 7 -core GPU	8-core CPU 8 -core GPU	10- core CPU up to 10-core GPU	8-core CPU 8 -core GPU	8- core CPU 10-core GPU	10- core CPU 10-core GPU	10-core CPU 10-core GPU	Up to 10-core CPU Up to 16-core GPU	Up to 14-core CPU Up to 36-core GPU	Up to 18-core CPU Up to 32-core GPU
Memory	Up to 16GB memory	Up to 24GB memory	Up to 32GB unified memory	Up to 16GB memory	Up to 24GB unified memory	Up to 32GB unified memory	Up to 32GB unified memory	Up to 64GB unified memory	Up to 128GB unified memory	Up to 128GB unified memory
Storage [5]	Up to 2TB	Up to 2TB	Up to 4TB	Up to 2TB	Up to 2TB	Up to 2TB	Up to 4TB	Up to 8TB	Up to 8TB	Up to 8TB
Battery life	Up to 18 hrs	Up to 18 hrs	Up to 18 hrs	Up to 20 hrs	Up to 22 hrs	Up to 24 hrs	Up to 24 hrs	Up to 17 hrs for 14″ and up to 21 hrs for 16″	Up to 18 hrs for 14″ and up to 21 hrs for 16″	Up to 24 hrs for 16″
Ports	Two Thunderbolt / USB 4 ports	Two Thunderbolt / USB 4 ports	Two Thunderbolt 4 (USB-C) ports	Two Thunderbolt / USB 4 ports	Two Thunderbolt / USB 4 (USB-C) ports	Three Thunderbolt 4 (USB-C) ports	Three Thunderbolt 4 (USB-C) ports	Three Thunderbolt 4 (USB-C) ports	Three Thunderbolt 5 (USB-C) ports	Three Thunderbolt 5 (USB-C) ports
External display support	One external display with lid open	One external display with lid open	Up to two external displays with lid open	One external display with lid open	Up to two external displays with lid open	Up to two external displays with lid open	Up to two external displays with lid open	Up to four external displays with lid open	Up to four external displays with lid open	Up to four external displays with lid open
Camera	720p FaceTime HD camera	1080p FaceTime HD camera	12MP Center Stage camera with support for Desk View	720p FaceTime HD camera	1080p FaceTime HD camera	12MP Center Stage camera with support for Desk View	12MP Center Stage camera with support for Desk View	1080p FaceTime HD camera	12MP Center Stage camera with support for Desk View	12MP Center Stage camera with support for Desk View
Wireless [6]	Wi-Fi 6	Wi-Fi 6	Wi-Fi 7	Wi-Fi 6	Wi-Fi 6E	Wi-Fi 6E	Wi-Fi 6E	Wi-Fi 6	Wi-Fi 6E	Wi-Fi 7

Apple Intelligence is available across all devices.

Drive Higher Margin with a Complete Solution

Build the right offer for your customers.

Identify your target audience

Their devices are older than 6 years old and likely don't have an Apple silicon chip.

They're seeking to modernise their fleet with faster, more efficient, and secure devices.

They're looking to boost team productivity and reduce IT overhead.

They manage a mixed device environment (Mac + PC) and want to standardise their ecosystem.

Position your lifecycle services to customers



Deployment and readiness services

Get your organization ready to deploy, manage, and support Apple devices efficiently and securely.



Care and support

Keeps your devices protected, repaired, and running smoothly with help directly from Apple.



MDM solutions

Let IT teams control, secure, and streamline Apple device use across an organization, from setup to everyday management.



Help desk support

Provides direct, expert assistance from Apple for troubleshooting, technical issues, and device management, ensuring quick resolution and smooth operation of Apple products across the organization.



Trade In

Trade in your old device → Partner evaluates its value → Any data in your used equipment gets destroyed → Get credit or free recycling.

Offer affordability levers

Pay once

Whether a customer wants to purchase or lease their devices, they may still want to pay just once rather than monthly payments. Use discounting or leverage future residual value to lower the price.

Pay over time

Lock in consistent payments with flexible terms, with the option to own the devices at the end of term. Customers can get the equipment their workforce needs while managing cash flow.

Leverage existing Mac value

Apple's Guaranteed Buyback program gives you locked-in residual value, so you can plan your refresh cycles with confidence and offset upgrade costs with Mac's industry-leading resale value.

Seller Outreach

These materials are provided as a suggestion for sellers to write outreach communications. Please ensure any adjustments are made in accordance with Apple marketing guidelines. When in doubt, reach out to your Apple brand representatives.

Email

	MacBook Air (M5)	MacBook Pro (M5), (M5 Pro) and (M5 Max)
Subject Line	[Recipient name], Introducing MacBook Air with M5, built for AI.	[Recipient name], Meet the new MacBook Pro family with M5, M5 Pro and M5 Max.
Body sample	The world's most popular laptop gets even better with the incredible performance of M5. With 9.5x faster AI performance than M1[1], your team can seamlessly run parallel workflows and perform generative AI tasks on-device. No cloud tokens required. A faster CPU and up to 32GB[1] of memory mean large files, demanding apps, and multitasking make MacBook Air with M5 a productivity powerhouse. And state-of-the-art security features make it safe and easy to deploy. I'd love to put together a proposal tailored to your team.	Introducing MacBook Pro with M5 (14-inch) and MacBook Pro with M5 Pro, and M5 Max (14-inch, 16-inch), the ultimate pro laptops, powering next generation AI capabilities. The M5 family of chips are Apple's most advanced series of chips ever built for a laptop — revolutionising pro workflows without draining the battery or overheating under pressure. More storage means your team's large files, datasets, and projects are always at hand and state-of-the-art security features make it safe and easy to deploy. I'd love to put together a proposal tailored to your team.
CTA	[Add your unique offer here with link to Apple landing page on Partner's Website] Not sure which Mac to upgrade to? Check out this compare page for more information about the new Mac lineup.	
Legal	1 Testing conducted by Apple in January 2026 using preproduction 13-inch and 15-inch MacBook Air systems with Apple M5, 10-core CPU, 10-core GPU, 32GB of unified memory, and 4TB SSD, and production MacBook Air systems with Apple M1, 8-core CPU, 8-core GPU, 16GB of unified memory, and 2TB SSD. Time to first token measured with an 8K-token prompt using a 14-billion parameter model with 4-bit quantization, and LM Studio 0.4.1 (Build 1). Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air. 1 1GB = 1 billion bytes and 1TB = 1 trillion bytes; actual formatted capacity less.	

Social Media

M5 Lineup	The M5 family is here. Meet the most powerful Mac lineup ever — MacBook Air & MacBook Pro, now with M5, M5 Pro & M5 Max. Built for AI, automation & creative production. Explore at [Partner Landing Page] or DM me for a proposal. 💬 #MacBookAir #MacBookPro #M5 #AppleSilicon #FutureOfWork #AI #BusinessTech #Productivity
MacBook Pro	Faster AI, better battery, brighter display & more unified memory. Now is the perfect time to upgrade your M1 MacBook Pro to the M5 lineup! Explore the full lineup at [Partner Landing Page] or DM me for a proposal.💬 #MacBookPro #M5 #AppleSilicon #FutureOfWork #AI #BusinessTech #Productivity
MacBook Air	The world's most popular laptop gets even better with M5! 9.5x faster AI than M1[1], up to 32GB memory & on-device AI — no cloud tokens needed. DM me if interested in a proposal or visit [Partner Landing Page] 💬 #MacBookAir #M5 #AppleSilicon #FutureOfWork #AI #BusinessTech #Productivity
Legal only applicable for MacBook Air	1 Testing conducted by Apple in January 2026 using preproduction 13-inch and 15-inch MacBook Air systems with Apple M5, 10-core CPU, 10-core GPU, 32GB of unified memory, and 4TB SSD, and production MacBook Air systems with Apple M1, 8-core CPU, 8-core GPU, 16GB of unified memory, and 2TB SSD. Time to first token measured with an 8K-token prompt using a 14-billion parameter model with 4-bit quantization, and LM Studio 0.4.1 (Build 1). Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air. 1 1GB = 1 billion bytes and 1TB = 1 trillion bytes; actual formatted capacity less.



1 2 1 GB = 1 billion bytes and 1TB = 1 trillion bytes; actual formatted capacity less.

2 Testing conducted by Apple in January 2026 using preproduction MacBook Neo systems with Apple A18 Pro, 6-core CPU, 5-core GPU, 8GB of unified memory, and 256GB SSD. Wireless web battery life tested by browsing 25 popular websites while connected to Wi-Fi. Video streaming battery life tested with 1080p content in Safari while connected to Wi-Fi. All systems tested with display brightness set to 8 clicks from bottom and keyboard backlight off. Battery life varies by use and configuration. See apple.com/batteries for more information.

3 Prices shown are for positioning purposes only and are intended solely to facilitate a feature-vs-value comparison between devices. They do not represent official, current, or regional pricing. For accurate and up-to-date pricing, please refer to your local Apple Store, authorised reseller, or official regional reference.

4 Testing conducted by Apple in January and February 2026 using preproduction 14-inch MacBook Pro systems with Apple M5 Max, 18-core CPU, 40-core GPU, and 128GB of unified memory, as well as production 14-inch MacBook Pro systems with Apple M4 Max, 16-core CPU, 40-core GPU, and 128GB of unified memory, and production 14-inch MacBook Pro systems with Apple M1 Max, 10-core CPU, 32-core GPU, and 64GB of unified memory, all configured with 8TB SSD. AI image generation measured with a 12-billion parameter model and MLX framework. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Pro.

5 Testing conducted by Apple in September 2025 using preproduction 14-inch MacBook Pro systems with Apple M5, 10-core CPU, 10-core GPU, 32GB of unified memory, and 4TB SSD, as well as production 14-inch MacBook Pro systems with Apple M4, 10-core CPU,

6 Testing conducted by Apple in January and February 2026 using preproduction 14-inch MacBook Pro systems with Apple M5 Max, 18-core CPU, 40-core GPU, and 128GB of unified memory, as well as production 14-inch MacBook Pro systems with Apple M4 Max, 16-core CPU, 40-core GPU, and 128GB of unified memory, and production 14-inch MacBook Pro systems with Apple M1 Max, 10-core CPU, 32-core GPU, and 64GB of unified memory, all configured with 8TB SSD. AI image generation measured with a 12-billion parameter model and MLX framework. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Pro.

7 Apple Intelligence is available in beta with support for these languages: English, Danish, Dutch, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish, Turkish, Vietnamese, Chinese (simplified), Chinese (traditional), Japanese, and Korean. Some features may not be available in all regions or languages. For feature and language availability and system requirements, see support.apple.com/en-us/121115.

8 Testing conducted by Apple in February 2026 using preproduction 15-inch MacBook Air systems with Apple M5, 10-core CPU, 10-core GPU, 16GB of unified memory, and 512GB SSD, as well as production Intel Core Ultra X7 300H Series-based PC systems with Intel Arc Graphics, 32GB of RAM, 1TB SSD, and the latest version of Windows 11 available at the time of testing. Jupyter Notebook v7.5.3 code execution tested with Python 3.14.3. Performance tests are conducted using specific computer systems and reflect the approximate performance of MacBook Air.