

January 18, 2023

## IMMEDIATE PRESS RELEASE

# Kawasaki Elektrode™ Experience Coming to a Stadium Near You

## Don't Miss Your Chance to Experience the Elektrode™ Electric Balance Bike

Foothill Ranch, Calif. –Kawasaki Motors Corp., U.S.A. is thrilled to announce the Kawasaki Elektrode™ Experience will be stopping at several Monster Energy Supercross FanFests this year, resuming in San Diego, California on January 21, 2023. The Elektrode™ Experience will take place in multiple major markets throughout the 2023 Monster Energy AMA Supercross Championship season.

“After several successful product demo experiences over the last few years at Monster Energy Supercross Fan Fests, we decided to turn our focus to our first electric bike. The Elektrode Experience gives some of the youngest supercross fans an opportunity to experience the fun-packed Elektrode electric balance bike first-hand in a safe, controlled and fun environment,” said Kawasaki Motors Corp. U.S.A. Director of Marketing, Bob O’Brien.



The tour already checked off its inaugural event at the opening round of Monster Energy Supercross at Angel Stadium of Anaheim and looks to keep the good times rolling well into the 2023 season. The schedule will continue with seven more stops planned before the end of the supercross season, including demo opportunities in Arizona, Texas, Utah, and more.

### Kawasaki Elektrode Experience Schedule

2023 Elektrode Experience Schedule			
Date	Event	Venue	Location
January 21	Monster Energy Supercross	Snapdragon Stadium	San Diego, CA
February 25	Monster Energy Supercross	AT&T Stadium	Arlington, TX
March 4	Monster Energy Supercross	Daytona Int'l Speedway	Daytona Beach, FL
April 8	Monster Energy Supercross	State Farm Stadium	Glendale, AZ
April 15	Monster Energy Supercross	Atlanta Motor Speedway	Atlanta, GA
April 22	Monster Energy Supercross	MetLife Stadium	East Rutherford, NJ
May 13	Monster Energy Supercross	Rice-Eccles Stadium	Salt Lake City, UT

The Elektrode Experience will run through the end of the Monster Energy Supercross season, concluding at the final round in Salt Lake City, UT. Demos will be held on a first come, first served basis between 12:00 pm – 6:00 pm. Participants must be between the ages of 3 to 8 years old and 100lbs or less to be eligible to participate. Riders must be accompanied by a legal guardian and will be required to wear closed toe shoes. For full demo requirements, upcoming dates, and locations, please visit: <https://www.kawasaki.com/Experience/Events>.

## **ABOUT KAWASAKI**

Kawasaki started full-scale production of motorcycles over a half century ago. The first Kawasaki motorcycle engine was designed based on technical know-how garnered from the development and production of aircraft engines, and Kawasaki's entry into the motorcycle industry was driven by the company's constant effort to develop new technologies. Numerous new Kawasaki models introduced over the years have helped shape the market, and in the process have created enduring legends based on their unique engineering, power, design and riding pleasure. In the future, Kawasaki Motors, Ltd. is committed to maintaining and furthering these strengths which will surely give birth to new legends.

Kawasaki Motors Corp., U.S.A. markets and distributes Kawasaki motorcycles, ATVs, side x sides, and JET SKI® watercraft through a network of approximately 1,100 independent retailers, with close to an additional 7,700 retailers specializing in general purpose engines. Kawasaki and its affiliates employ nearly 3,100 people in the United States, with approximately 260 of them located at Kawasaki's Foothill Ranch, California headquarters.

Kawasaki's tagline, "Let the good times roll.®", is recognized worldwide. The Kawasaki brand is synonymous with powerful, stylish and category-leading vehicles. Information about Kawasaki's complete line of powersports products and Kawasaki affiliates can be found on the Internet at [www.kawasaki.com](http://www.kawasaki.com).