

June 28, 2023

KAWASAKI ANNOUNCES TRUETIMBER® AS EXCLUSIVE CAMOUFLAGE PATTERN PROVIDER FOR SIDE X SIDE LINEUP

Kawasaki Motors Corp., U.S.A. is pleased to announce that its relationship with TrueTimber® has been extended. Beginning with the 2024 model year, TrueTimber will become the exclusive provider of camouflage patterns across a variety of Kawasaki models including the all-new [Kawasaki MULE PRO-FXT™ 1000](#).

The TrueTimber® Strata camo pattern is widely recognized as the brand's most effective pattern. It can be found on several models in Kawasaki's current side x side lineup such as the [MULE PRO-FXT™ 1000 LE Camo](#), [MULE PRO-MX™ EPS Camo](#), and [Teryx4™ S Camo](#). The Strata camo pattern's versatility makes it the perfect fit in a variety of regions and seasons, including the open country of the West, mixed forests of the South, and leaf barren late season hardwoods of the East.

In addition to Kawasaki's highly capable side x side lineup, a collaboration between Kawasaki Genuine Accessories and TrueTimber® will see the Strata camo pattern on both Kawasaki apparel and accessory items such as seat covers that match the new Kawasaki side x sides. A complete TrueTimber® Strata camo apparel line will be available, including a Kawasaki TrueTimber® Strata Short Sleeve T-Shirt, Kawasaki TrueTimber® Strata Long Sleeve T-Shirt, Kawasaki TrueTimber® Men's Olive Strata Performance Fleece Hoodie, Kawasaki TrueTimber® Strata Camo Back Mesh Cap, and Kawasaki TrueTimber® Olive Back Mesh Cap.



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.

ABOUT TRUETIMBER

Founded in 2005, TrueTimber is based in Inman, South Carolina and is the most realistic, performance-driven camouflage brand in the industry. TrueTimber offers a wide array of clothing items and accessories, featuring a variety of distinct camo patterns that perfectly blend with their surroundings. The company spends countless hours researching, testing and seeking new technology to produce the most effective and lifelike camouflage patterns possible. TrueTimber products can be found in retailers across the United States and Canada, and it continues to be one of the fastest-growing camouflage companies in the world. For more information about TrueTimber, visit TrueTimber.com.