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## IMMEDIATE PRESS RELEASE

# Kawasaki's Off-Road Experience Tour Filled with Good Times™ this Summer

## Experience Kawasaki's All-New MULE PRO 1000 Series Line-Up Near You

Foothill Ranch, Calif. – Kawasaki Motors Corp., U.S.A. is excited to announce the 4-Wheel Off-Road Experience Tour will be traversing across the country this summer attending various events nationwide. The tour will take place at many of the country's largest events including farm shows, racing events, concerts and rodeos such as Farm Progress Show, select NASCAR events, the Houston Rodeo and many more. Attendees will be able to get a first-hand experience with Kawasaki's side x side and ATV model line-ups in a new, interactive and eye-catching space.

"Our new Off-Road Experience Tour is set to give consumers across the country an opportunity to see and experience Kawasaki's line-up of side x sides and ATVs," said Kawasaki Director, Marketing, Bob O'Brien. "The tour stops will allow us to reach beyond current powersports customers, provide engaging education and welcome new customers to experience a Kawasaki side x side for the first time."

The 2023 tour will kick off this week at Atlanta Motor Speedway for the NASCAR Quaker State 400 and will showcase the all-new MULE PRO 1000 series and many more.


In addition to the exciting events themselves, at select events consumers will be granted the opportunity to test drive the all-new MULE PRO 1000 series, experiencing the class-leading comfort, premium features and dependable power the MULE PRO line brings to the table.

### Kawasaki 4-Wheel Off-Road Experience Schedule

The Kawasaki Off-Road Experience will run through the remainder of 2023 and extend into early 2024. To stay up to date on the latest information, upcoming dates, and locations, please visit: <https://www.kawasaki.com/Experience/Events>.

Participants must wear appropriate riding gear – helmet, goggles, gloves, pants and closed-toe shoes to be eligible for a demo ride.



		<h2>2023 4-Wheel Off-Road Experience Schedule</h2>			
Date	Event	Venue	Location		
7/7 – 7/9	NASCAR Quaker State 400	Atlanta Motor Speedway	Hampton, GA		
7/20 – 7/23	Country Thunder Wisconsin	Twin Lakes	Genoa City, WI		
8/10 – 8/20	Iowa State Fair	Iowa State Fairgrounds	Des Moines, IA		
8/29 – 8/31	Farm Progress	N/A	Decatur, IL		
9/12 – 9/14	Husker Harvest	N/A	Grand Island, NE		
9/15 – 9/17	Sand Sports Super Show	Orange County Fair & Event Center	Costa Mesa, CA		
9/22 – 9/24	NASCAR AutoTrader EchoPark 400	Texas Motor Speedway	Fort Worth, TX		
10/2 – 10/7	Trail Hero	Sand Hollow State Park	Hurricane, UT		
10/17 – 10/19	Sunbelt Ag Expo	Spence Field	Moultrie, GA		
11/2 – 11/5	NASCAR Cup Series Championship	Phoenix Raceway	Avondale, AZ		
2/27/24 – 3/18/24	Houston Livestock Show & Rodeo	NRG Stadium	Houston, TX		

## 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. (KMC) 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. KMC and its affiliates employ nearly 3,100 people in the United States, with approximately 260 of them located at KMC’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)