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IMMEDIATE PRESS RELEASE

KAWASAKI SET TO DEBUT FIRST SUPER BOWL AD **Mullets Take Center Stage in Super Bowl Spot** **from Goodby Silverstein & Partners**

Foothill Ranch, Calif. - Known for Ninja® motorcycles, JET SKI® personal watercraft and MULE™ side x sides, Kawasaki will literally blaze a new trail at Super Bowl LVIII with the first-ever Big Game spot for an off-road side x side vehicle to promote their new Kawasaki RIDGE side x side. The commercial, created by Goodby Silverstein & Partners (GS&P), pays homage to an all-American hairstyle that's roared back to popularity in recent years: the mullet.

"The Kawasaki RIDGE combines industry-leading performance and a premium automotive-inspired interior; it's a mix of work and play." said Bob O'Brien, Director of Marketing, Kawasaki Motors Corp., U.S.A. "The mullet is a perfect metaphor—business in the front, party in the back. We hired GS&P to help us bring this category from its current niche audience to the biggest stage in the world and generate mass awareness."

The ad features two adventure seekers who magically grow mullets upon entering the RIDGE. As the duo tear across backcountry trails, creatures such as bald eagles and bears sprout mullets that look like they're straight out of an '80s metal show—culminating in the famously hair-free pro wrestling legend (and real-life Kawasaki enthusiast) Steve Austin suddenly sporting a blonde mullet as the RIDGE passes him by.

"This has all the earmarks of great Super Bowl advertising. Instant RIDGE action. Animals. A big name. Humor. And mullets. Watch any NBA game or hot video. The mullet is everywhere," said Jeff Goodby, Co-Founder and Co-Chairman, GS&P. "Given the hairstyle's versatile nature, it's an unexpectedly simple way to introduce the RIDGE."

Powersports—and especially side x side vehicles—have left their once-niche world of ranchers and adrenaline junkies and are on the verge of entering mainstream consciousness. The fastest-growing segment in powersports is now side x side vehicles, sales of which have skyrocketed as of late. During the pandemic many families realized that side x side vehicles provided the perfect way to get outside, spend time on adventures and have more fun together. Even as motorcycles sales continue to rise, side x side sales have outpaced them and are projected to overtake the powersports category.

"Kawasaki has built a legacy on pushing the limits in innovation, performance, style and attitude." said Eigo Konya, President, Kawasaki Motors Corp., U.S.A. "Over the decades our products have evolved, but one thing remains the same—Kawasaki exists to 'Let the Good Times Roll'."

GS&P has a history of making famous Super Bowl ads. Over the years it's created memorable ads for Doritos, Cheetos, bubly, Pepsi, BMW, Hyundai, Emerald Nuts, E*TRADE, Budweiser and many others.

In tandem with GS&P's Super Bowl campaign, Kawasaki also developed a RIDGE launch campaign with marketing partner Fuse Interactive. The launch campaign, which focuses on the vehicle's top features, introduces the tagline *Peak Premium Performance*. This statement will firmly plant the Kawasaki flag at the top of the premium Side x Side segment.

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.