

April 3, 2024

KAWASAKI MOTORS CORP., U.S.A. APPOINTS NEW PRESIDENT

Foothill Ranch, California – Kawasaki Motors Corp., U.S.A. welcomes Naoki Kawaguchi to the role of President effective immediately. Mr. Kawaguchi has a long history with Kawasaki most recently serving as the Executive Vice President, 4-Wheel Business at Kawasaki Motors Corp., U.S.A. where he oversaw continued sales growth and the highly successful launches of both the Kawasaki Teryx KRX®4 1000 and Kawasaki RIDGE® side x side vehicles.

Mr. Kawaguchi started with Kawasaki 30 years ago as an engineer and has built a diverse background in a variety of roles including Vice President (Factory Manager) at Kawasaki Motors Enterprise Co., LTD in Thailand, various roles within Marketing & Sales as well as Business Planning divisions with Kawasaki Motors, LTD in Japan, and President of Kawasaki Motores do Brazil Ltda. all prior to coming to the United States in 2022.



After leading Kawasaki's U.S. operations through a global pandemic and helping the company achieve record retail sales, Mr. Eigo Konya will return to Kawasaki Motors, LTD. in Japan where he will serve as Deputy General Manager of Sales & Marketing, Senior Manager of Sales Planning Division, and Manager of Accessories Section.

"This is a very exciting time for Kawasaki," said Mr. Kawaguchi. "My time dedicated to growing our 4-wheel business culminated with the successful launch of the Kawasaki RIDGE and we have big goals to continue to grow our side x side business along with building on our successful 2-wheel and Jet Ski® heritage. Kawasaki is fortunate to have the best dealer network in the industry and the future is looking very bright."

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.