

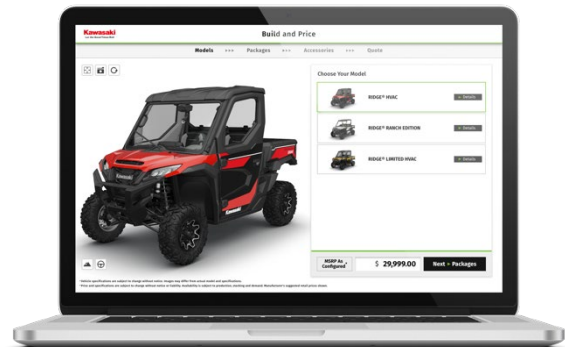
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## PRESS RELEASE

# KAWASAKI UNVEILS NEW INTERACTIVE BUILD & PRICE TOOL FOR RIDGE® AND RIDGE® XR SIDE X SIDES

Kawasaki Motors Corp., U.S.A. is thrilled to announce the launch of its new and improved Build & Price online vehicle builder experience that is now live on [Kawasaki.com](https://www.kawasaki.com). This innovative tool will allow customers to personalize their Kawasaki RIDGE® side x sides in real-time during the configuration process, offering an unparalleled interactive 3D user experience.

The enhanced Build & Price tool sets a new standard in the industry, providing customers with a captivating and immersive experience. Users will have the ability to select from different background scenarios, offering a 360-degree perspective of the vehicles, including an in-vehicle interior view on side x side models. Additionally, customers can effortlessly add accessories and packages, tailoring their vehicle to suit their individual preferences.



"Our new interactive Build & Price tool represents a significant leap forward in customer engagement and satisfaction," said Bob O'Brien, Director of Marketing, Kawasaki Motors Corp., U.S.A. "We believe that this innovative technology will enhance the purchasing experience and allow customers to build their very own Kawasaki RIDGE and see it from every angle."

The initial models featuring the interactive Build & Price tool include the RIDGE® Ranch Edition, RIDGE® HVAC, RIDGE® Limited HVAC, and RIDGE® XR HVAC. While the tool will initially launch with the RIDGE/RIDGE XR model series, more models will be activated on an ongoing basis as they are developed.

Experience the future of vehicle customization with [Kawasaki's new interactive Build & Price tool](#), available exclusively on [Kawasaki.com](https://www.kawasaki.com).

To download high-resolution images, log on or register for the Kawasaki media site at <http://kawasakimedia.com>.

## **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).