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PRESS RELEASE

KAWASAKI ANNOUNCED AS OFFICIAL MOTORCYCLE SUPPLIER FOR TOUR DE FRANCE IN NEW THREE-YEAR PARTNERSHIP

Kawasaki Motors Europe recently announced its role as the official motorcycle supplier for the Tour de France starting in 2025. The new three-year partnership extends Kawasaki's involvement beyond the Tour de France to cover a total of 22 prestigious cycling events, including Paris-Roubaix, La Flèche Wallonne, Liège-Bastogne-Liège, and La Vuelta, underscoring the brand's commitment to supporting major international events.

For the 2025 events, Kawasaki has chosen a fleet of 45 new 2025 Versys® 1100 motorcycles. Known for their versatile design, the Versys 1100 models will play essential roles in race organization, including road opening and critical support functions, with each motorcycle expected to cover an average of 12,400 miles in the partnership's first year. The 2025 Versys 1100 builds on Kawasaki's legacy with enhanced comfort, increased power, and torque to meet the demands of such world-class events, following in the footsteps of previous Kawasaki models such as the Ninja® 1000 and the Concours®14, which supported the Tour in past decades.

The Versys 1100, part of Kawasaki's "Destination: Everywhere" lineup, represents the pinnacle of all-road adaptability, equipped with advanced technology. This model embodies Kawasaki's philosophy of combining comfort and performance to deliver an exceptional experience for both riders and support teams.

Kawasaki Motors Europe President, Shigemi Tanaka, highlighted the significance of this renewed collaboration with one of the world's most iconic sporting events:

"Kawasaki has traditionally been associated with the color green, symbolizing our commitment to clean, green energy, alternative fuels, and the ongoing innovation in transportation solutions. The Tour de France and the other 21 events in this partnership are global showcases of human endurance and the pursuit of peak performance in a sustainable manner. This aligns seamlessly with our dedication to creating products that exemplify these values, and we are thrilled to re-establish our connection with world-class cycling as a platform to share our brand and ideals with a broader audience."

The renewed partnership marks a new chapter in Kawasaki's commitment to supporting top-level sports while showcasing its state-of-the-art technology and commitment to environmental responsibility on a global scale.



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.