

## KAWASAKI RELEASES NEW ENHANCED SHOWROOM ELEMENTS INITIATIVE FOR DEALERS

**A new dealer program to enhance consumers' buying experience follows the release of a slew of new and updated Model Year 2017 products.**

**Foothill Ranch, Calif.** – Kawasaki Motors Corp., U.S.A. (KMC) is proud to introduce Kawasaki Enhanced Showroom Elements (KESE), a new dealership initiative to help further engage and excite Kawasaki customers.

KESE, an extension of Kawasaki's commitment to provide an exceptional customer experience, was designed and developed to work in a wide variety of retail spaces, and to provide an effective platform for dealers to display Kawasaki products.

"We're thrilled about this new program as it's an excellent way to unify our dealers and help to bring the excitement of powersports inside the showroom," said Bill Jenkins, Senior Vice President, Sales Operations at KMC. "We're confident this initiative will help drive sales and get more people enjoying all of the exciting new products Kawasaki has to offer."

Further unifying the global look and feel of the Kawasaki brand, the enhanced showroom elements accelerate the Kawasaki style and provide brand differentiation. KESE also creates a distinct branded area within dealers' showrooms; it allows customers to easily identify and locate Kawasaki products and their respective segments on the floor. It also quickly informs and educates customers on Kawasaki products.



The KESE displays are available in Showroom Kits offered in various sizes for different volume dealerships. Dealers may select from among several kits, which include Display Platform(s) to lift motorcycles so customers can examine them better and/or Product Mats, along with Brand Pylons, Category Pylons, Wheel Chocks, and Lifestyle Walls of varying sizes. Dealers will also have the ability

to order more or less of individual items within the kits. Contact KESE support for details by email [kesesupport@kmc-usa.com](mailto:kesesupport@kmc-usa.com) or phone, 949-716-0622.



Above is an example of one KESE display. Number of items and arrangements vary.

## ABOUT KAWASAKI

Kawasaki Heavy Industries, Ltd. (KHI) 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's commitment to maintaining and furthering these strengths 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).

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