



Kawasaki Motors Corp., U.S.A.

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FOR IMMEDIATE RELEASE

Kawasaki Becomes Newest OEM Participant at 2014 American International Motorcycle Expo

Manufacturer Schedules World Debut of 2015 Product in Orlando

IRVINE, Calif. (August 11, 2014) – [Kawasaki Motors Corp., U.S.A. \(KMC\)](http://www.kawasaki.com) establishes itself as the latest OEM to join the growing list of exhibitors showcasing new products at the 2014 [American International Motorcycle Expo \(AIMExpo\)](#). The groundbreaking event returns to the Orange County Convention Center in Orlando, Florida, this October 16-19.

Kawasaki has chosen the all-in-one platform AIMExpo provides to announce key 2015 products, one of which will make its world debut in Orlando. Attendees will also be able to witness the North American introduction of all-new vehicles in several categories that demonstrate the heritage and dynamic capabilities of Kawasaki Heavy Industries.

“AIMExpo demonstrated last year that it can serve as the ideal platform for media and brand activities and Kawasaki will leverage this grand stage to reveal new products, as well as interact closely with dealers and consumers,” explained Kevin Allen, Kawasaki Manager, PR + Brand Experience. “We have some very exciting new product to share and AIMExpo is the perfect place to make these announcements.”

Following the unveilings, all products will then be on full display for all to see inside Kawasaki’s booth (#2165) out on the AIMExpo show floor.

“Kawasaki joins an expanding list of key companies that sees AIMExpo as the perfect means to infuse energy into the powersports business in North America,”

said Larry Little, Vice President and General Manager, Marketplace Events Motorcycle Group. “The AIMExpo platform was strategically created for OEM’s to globally launch product to the press and engage their dealer body while also generating excitement among consumers with an immediate look at the brand’s new vehicles. Kawasaki has captured the vision, and we’re elated for them to join us in Orlando in October.”

In addition to Kawasaki, more than 400 exhibitors have committed for 2014 and more are being added daily. Stay tuned to the newly designed AIMExpoUSA.com website and keep up to date on the continued progress by visiting AIMExpo’s social media pages. “Like” the American International Motorcycle Expo on Facebook by visiting the [AIMExpo](#) page, and “Follow” on Twitter: [@AIMExpo](#). To receive monthly updates from AIMExpo about new features, free giveaways, interactive opportunities and new product developments, [click here to subscribe to the monthly newsletter.](#)

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About Kawasaki

Kawasaki Motors Corp., U.S.A. (KMC) markets and distributes Kawasaki motorcycles, ATVs, side x sides, and Jet Ski® watercraft through a network of almost 1,200 independent retailers, with close to an additional 7,400 retailers specializing in general purpose engines. KMC and its affiliates employ nearly 3,100 people in the United States, with approximately 300 of them located at KMC's Irvine, California headquarters.

About American International Motorcycle Expo

The American International Motorcycle Expo’s (www.aimexpousa.com) purpose is to serve as the catalyst to bring together industry, press, dealers and consumers in a single arena that creates a grand stage for motorcycling and powersports in the U.S. and North America, and delivers an efficient and

energetic market-timed expo platform for B2B and B2C in the motorcycle industry. AIMExpo is the single most important event of its type in the North American market and will have international impact within the motorcycling and greater powersports community. AIMExpo is produced by Marketplace Events Motorcycle Group, a division of Marketplace Events. (www.marketplaceevents.com)