

KAWASAKI SIGNS MULTI-YEAR AGREEMENT WITH CITI RETAIL SERVICES

Kawasaki dealers can offer consumers more options when financing Kawasaki products

Foothill Ranch, Calif. – Kawasaki Motors Corp., U.S.A. (KMC) is proud to announce a new consumer financing relationship with Citi Retail Services, providing a private label credit card program in the United States. The agreement gives KMC dealers another financing option for their customers.



“Citi Retail Services will be a great fit for Kawasaki” said Kawasaki Senior Vice President, Sales Operations Bill Jenkins. “This new revolving credit program offers Kawasaki dealers multiple options for financing customers on all Kawasaki powersports products, accessories and apparel. We are confident that with the combined strengths of Kawasaki’s industry leading products and Citi’s vast consumer retail finance expertise, our dealers will experience retail success.”

Kawasaki’s program with Citi Retail begins on February 1, 2017. Customers will be able to apply for credit through an authorized Kawasaki dealership.

“We are excited to partner with Kawasaki and we look forward to furthering our leadership in the dealer distribution market space,” said Head of Citi Retail Services, Craig Vallorano.

ABOUT CITI RETAIL SERVICES

Citi Retail Services delivers consumer and commercial credit card products, both private label and co-brand, to retailers and their clients across North America. Backed by the global power of Citi, the business serves nearly 90 million accounts for a number of iconic brands, including Best Buy, ExxonMobil, Macy’s, Sears, Shell and The Home Depot. Citi Retail Services offers cutting-edge digital options, multi-channel retailing expertise and industry-leading data analytics capabilities that help retailers from a broad range of industries grow their businesses.

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.

Kawasaki Motors Corp., U.S.A.

26972 Burbank, Foothill Ranch, CA 92610

Tel: 949-770-0400 | www.kawasaki.com