



**Kawasaki Motors Corp., U.S.A.**

Contact:  
Kawasaki Media Relations  
949-770-0400 ext. 2777  
pr@kmc-usa.com  
[www.kawasaki.com](http://www.kawasaki.com)

**FOR IMMEDIATE RELEASE**

## **KAWASAKI VERSYS® 1000 LT WINS RIDER MAGAZINE “MOTORCYCLE OF THE YEAR” AWARD**

*Kawasaki's large-displacement adventure bike beats out an impressive field for 2015 top honors.*

In response to popular demand, Kawasaki introduced America to the Versys® 1000 LT motorcycle in 2015. Now, *Rider* magazine has recognized it as 2015's "Motorcycle of the Year."

*Rider* cited the versatility of the Versys 1000 LT and its "best of both worlds" makeup - part adventure bike, part sport tourer - as a contributing factor in their decision to name it 2015 Motorcycle of the Year. "But what makes the Versys truly special," say editors of *Rider* magazine, "is how easily it won the hearts and minds of everyone who rode it."

"We are thoroughly overjoyed to receive this award for the Versys 1000 LT motorcycle," says Kawasaki Manager, PR + Brand Experience Kevin Allen. "The large displacement adventure street segment has seen stiff competition as of late, but the value and the versatility of this machine, along with its proven engine and LT touring components truly set it apart. From a true enthusiasts' publication like *Rider* magazine, this award is well appreciated and helps further justify the decision to grow the Versys family in America."

With new styling and powerplant, the Versys 1000 LT motorcycle retains the characteristics that made the Versys® 650 LT model so popular. It has a comfortable, upright riding position that allows you to stay on-board all day when touring, as well as long-travel suspension that helps ensure it can soak up the bumps on the road less traveled. Adjustable suspension means it can easily be set to carry a passenger, and a full load in its waterproof standard-fit KQR™ hard saddlebags, or entertain on back

roads. And with its 1-liter engine, the 2015 Versys 1000 LT motorcycle is guaranteed to deliver plenty of fun.

For more information on Kawasaki products, and to find a dealer near you, please visit [kawasaki.com](http://www.kawasaki.com). You can find the *Rider* magazine article at <http://www.ridermagazine.com/top-stories/rider-magazines-2015-motorcycle-of-the-year.htm/>

## **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 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.

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).