

PRESS RELEASE

FANS CAN SUBMIT THEIR RIDING VIDEOS FOR SOCIAL SHOUTOUT

RYAN VILLOPOTO SPEARHEADS KAWASAKI'S SECOND ANNUAL "PROOF NATION" VIDEO CHALLENGE

FOOTHILL RANCH, Calif. (June 16, 2017) - Kawasaki Motors Corp., U.S.A. is pleased to announce the return of its annual "Proof Nation" video challenge, which allows motocross enthusiasts around the world to submit a track riding video of themselves on a KX™ motorcycle via Facebook or Instagram. Four-time Monster Energy Supercross Champion and Kawasaki Racing influencer Ryan Villopoto will choose his favorite videos and will share his selections via his social media channels.

"I'm looking forward to seeing the videos," said Villopoto. "I know there are some skilled riders out there on their KX™ motorcycles and picking my favorite videos is going to be tough."

Villopoto, one of the most decorated riders in the history of motocross and supercross, will introduce the campaign on June 16, 2017 with a video post on his Facebook and Instagram pages announcing the start of the challenge, along with the rules and regulations required to participate. The campaign will feature a final video after July 31, 2017, which will showcase six submissions chosen by Villopoto.

Fans will have no restrictions on the length of videos that they may submit, but must meet the submission guidelines, located at www.kawasaki.com/proofnationvideochallenge. The challenge will be open for submissions from June 16 until July 31, 2017.



Video Challenge Timeline:

- Ryan Villopoto will introduce the campaign on June 16 via his social media channels (@RyanVilopoto), including rules and regulations that fans will be required to follow when submitting their videos.
- The challenge will officially begin for video submissions on June 16.
- Participants must submit their best track riding videos via Facebook and/or Instagram by using #ProofNation and tagging @KawasakiUSA
- Fans can also participate by commenting their video on the @KawasakiUSA post on Facebook.
- All videos must be submitted by July 31 in order to be eligible for review.

- @KawasakiUSA will post a video on July 31 containing the six submissions selected.

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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 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.

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