

Kawasaki's Best of the Best KAWASAKI CONGRATULATES 2018 ICHIBAN DEALERS

Kawasaki Motors Corp., U.S.A. (KMC) is pleased to announce the 2018 Kawasaki Ichiban Dealers who have met the very highest standard in sales, service, and customer satisfaction. Through multiple qualifications, these 156 dealers from across the nation have gone above and beyond to stand out amongst their peers.



In Japanese, Ichiban is used to describe the best, or No.1 in a certain discipline or category. Kawasaki dealers can achieve Platinum, Gold, or Silver level by exceling in vehicle, parts & accessory sales, extended warranty, Kawasaki Owners Relationship Excellence (K.O.R.E.) score, online dealership staff training and more.

“Our Ichiban program allows us to acknowledge the hard work our dealers dedicated to Kawasaki,” said Bill Jenkins, Senior Vice President of Sales & Operations. “Kawasaki could not be the brand it is today without their efforts and we love to encourage our dealers to continue to raise the bar and push our brand to new heights.”

From each of Kawasaki's West, Central, East, and South Regions, one dealer is recognized as Platinum, six reach Gold, and a combination of the Regions complete the Silver recognition.

Congratulations to all Kawasaki dealers for their continued support and achievements with Kawasaki.

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 1,100 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 250 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.

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