



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

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**FOR IMMEDIATE RELEASE**

## **Kawasaki Ignites 'Spark of Love'**

*For the seventh year, company employees and marketing agencies team up to donate thousands of toys to local charity*

**IRVINE**, Calif. (December 19, 2014) – Kawasaki Motors Corp., U.S.A. employees and the company's marketing agencies joined forces to raise funds and toy donations valuing nearly \$15,000 for the 22<sup>nd</sup> Annual ABC7 and Southern California Firefighters Spark of Love Toy Drive. All toys were donated LIVE this morning on ABC7 Los Angeles, with plenty of Kawasaki employees on hand to show support for the cause. Toys donated included Kawasaki branded ride-ons, bicycles, foot-to-floor toys and much, much more for children of all ages.

"All of the toys donated will go to children who live right here in Orange County where our company's headquarters are based, so it makes sense that our employees would want to give back to their own community. This is the seventh year we've participated with Spark of Love and we look forward to many more years to come," said Richard Beattie, Chief Operating Officer, Kawasaki Motors Corp., U.S.A.

All toys donated during the ABC7 Spark of Love toy drive stay locally and are distributed to children in need by Southern California Fire Departments. To contribute to the Spark of Love toy drive, visit <http://abc7.com/tag/spark-of-love/>

### **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 our entry into the motorcycle industry was driven by Kawasaki'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, speed, 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<sup>®</sup> 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.<sup>™</sup>", 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).