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FOR IMMEDIATE RELEASE

Coming Out Ahead!

In 1972, a massive “Come Out Ahead on a Kawasaki” advertising campaign aimed to make the Kawasaki name synonymous with fine motorcycles.

IRVINE, Calif. (May 13, 2016) – True to its daring form in developing and launching the 1969 500 H1 Mach III motorcycle, for 1972 Kawasaki announced a major three-year national advertising campaign supported by an aggressive \$3 million budget. The campaign utilized 30- and 60-second network television commercials, print advertisements in enthusiast magazines, plus a dealer co-op program.

Created by advertising agency Cunningham & Walsh, the campaign featured riders having huge fun aboard various Kawasaki models, accompanied by the tagline “Come Out Ahead on a Kawasaki.” A catchy musical score made the radio and TV spots instantly recognizable and highly memorable, while the magazine ads included an array of three-page gatefolds, two-page spreads and one-pagers – all in full color. Supporting dealers in their individual markets was a combination of dealer-branded radio, television, newspaper and outdoor advertising.

The first print publication of the campaign was the February 1972 issue of Sports Illustrated, and by September the creative had run in more than a dozen national magazines, as well as on network television. As noted by Dale Stevenson, Kawasaki’s advertising manager at the time, the approach differed from what other manufacturers were doing. The intent was to broaden Kawasaki’s overall reach on a year-round basis, rather than just seasonally, “and to make the Kawasaki name synonymous with fine motorcycles in the eyes of the general public.” In sum, the goal was to put buyers – and by association Kawasaki itself – ahead of the competition.

In its first year, the “Come Out Ahead on a Kawasaki” campaign consisted of the following:

Television

An average of three commercial spots per week (using a mix of 25% 60-second and 75% 30-second spots) ran on the following programs from March through September 1972:

Sunday Movie	Hockey
<i>Cade’s County</i>	ABA Finals
Thursday Night Movie	AAU Track & Field
<i>Mission Impossible</i>	News

Magazines

In addition to the television commercials, Kawasaki ran an extensive magazine campaign in the following publications during the same period:

Automotive Enthusiast

Car and Driver
Motor Trend
Hot Rod
Road & Track

Mechanics

Popular Mechanics

Sports

Sports Illustrated

Cycle Enthusiast

Cycle
Cycle Guide
Cycle World
Dirt Bike
Popular Cycling
AMA News
Cycle C.M.A.
Cycle Canada

Motorcycle Dealer News

Men

Playboy

Outdoor

Guns & Ammo

Special Markets

Psychology Today
Rolling Stone

Forty-four years ago, Kawasaki’s daring advertising campaign perfectly framed the company’s growing product line, its ambition to excel, and the commitment to put its customers ahead of the pack. And the approach hasn’t let up since, with a huge amount of current product information and other data available on Kawasaki.com.



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.