



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

**FOR IMMEDIATE RELEASE**

## **New Riders of Kawasaki Program now ‘Powered by the AMA’** *American Motorcyclist Association to provide ROK™ membership services*

**FOOTHILL RANCH, Calif. (September 1, 2016)** – The Riders of Kawasaki motorcycle loyalty club has aligned with the American Motorcyclist Association, which will provide ROK™ membership services under the new ROK, *powered by the AMA*, program, jointly announced today by the AMA and Kawasaki Motors Corp., U.S.A. (KMC).

ROK, *powered by the AMA*, marks the first time the AMA and a motorcycle company have joined forces in a membership-services alliance of this scope.

“We welcome the opportunity to work with Kawasaki to ensure ROK members continue to receive the services they have come to value, while offering them the broader range of benefits that comes with their AMA affiliation,” said Rob Dingman, AMA president and CEO. “Now celebrating 50 years in the United States, Kawasaki has earned a reputation for quality, customer service and a dedication to furthering the interests of motorcyclists everywhere. This alliance represents the next step in our longstanding relationship with this company and its customers.”

Active ROK members may participate in the new program at no additional cost after completing updated privacy agreements required by both companies. In addition, new and lapsed ROK members will be able to opt into ROK, *powered by the AMA*, beginning July 5.

“The new ROK, *powered by the AMA*, program allows us to provide more benefits to loyal Kawasaki riders,” said Chris Brull, Kawasaki vice president, marketing. “The AMA shares our passion for riding and this arrangement gives ROK members more opportunity to further support their fellow enthusiasts and the rights of all motorcyclists.”

Under the arrangement between KMC and the AMA, ROK members who opt into the new program will continue to receive their ROK member benefits for a full year and will also gain access to the full range of AMA membership benefits, including AMA advocacy efforts, vendor discount programs, and an expanded roadside assistance program.

The AMA Roadside Assistance benefit – included in the new ROK, *powered by the AMA*, program -- includes coverage for motorcycles, cars, trucks, recreational vehicles and trailers and extends this service to all household members. The full list of AMA member benefits is available at [www.americanmotorcyclist.com/membership/benefits](http://www.americanmotorcyclist.com/membership/benefits).

Current AMA members who have Kawasaki affinity cards will have the option of joining

ROK, *powered by the AMA*, or receiving a standard AMA membership card. Membership in ROK, *powered by the AMA*, includes all the benefits of AMA membership, plus discounts on some Kawasaki parts and gear and admission to ROK and Kawasaki events.

Current ROK members and those interested in joining ROK, *powered by the AMA*, can learn more about the program at [www.kawasaki.com/rok/howeare](http://www.kawasaki.com/rok/howeare) or [www.facebook.com/ridersofkawasaki](https://www.facebook.com/ridersofkawasaki)

## **ABOUT KAWASAKI**

Kawasaki Heavy Industries, Ltd. started full-scale production of motorcycles over a half century ago. Kawasaki Motors Corp. USA, based in Irvine, Calif., markets and distributes Kawasaki motorcycles, ATVs, side x sides, and Jet Ski® watercraft through a network of about 1,100 independent retailers, with nearly 7,700 additional retailers specializing in general purpose engines. More information is available at [www.kawasaki.com](http://www.kawasaki.com).

## **About the American Motorcyclist Association**

Founded in 1924, the AMA is a not-for-profit member-based association whose mission is to promote the motorcycle lifestyle and protect the future of motorcycling. As the world's largest motorcycling rights and event sanctioning organization, the AMA advocates for riders' interests at all levels of government and sanctions thousands of competition and recreational events every year. The AMA also provides money-saving discounts on products and services for its members. Through the AMA Motorcycle Hall of Fame in Pickerington, Ohio, the AMA honors the heroes and heritage of motorcycling. For more information, visit [www.americanmotorcyclist.com](http://www.americanmotorcyclist.com).