

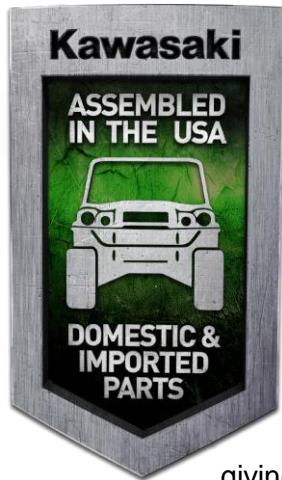
December 2, 2016

## KAWASAKI LAUNCHES GOVERNMENT AND FLEET SALES SECTION ON WWW.KAWASAKI.COM

In an effort to help facilitate government and fleet sales and to add awareness to its internal sales programs, a government and fleet sales section has gone live on Kawasaki.com.

Foothill Ranch, Calif. (December 2, 2016) – Kawasaki is known for its Kawasaki Strong lineup of side by side utility vehicles and Kawasaki Motors Corp., U.S.A.,(KMC) recently made it easier for government and fleet purchasers to see our full lineup and work with the KMC's dealer network of independent retailers to acquire them.

"[This new section of our website](#) makes it easy for decision makers to connect with Kawasaki to better understand the strength and durability of our side by side utility vehicle lineup," said KMC Manager, Government and Fleet Sales Michael Jacobs. "We are well versed in the government bid procurement process as well as the special requirements of sales to fleet customers. We have the staff to help facilitate these sales through KMC's dealer network of nearly 1,100 independent retailers."

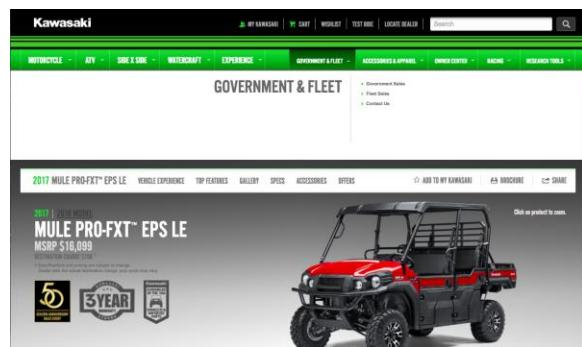


Kawasaki is currently celebrating its 50<sup>th</sup> anniversary in the United States and has been assembling product with domestic and imported parts in Lincoln, Nebraska since 1975. In 1987 Kawasaki produced its first MULE side by side utility vehicle and began its reputation as a durable work-horse for the toughest jobs. Our line-up of side by side utility vehicles has grown over the years and includes both gasoline and diesel options with seating capacity ranging from two to six passengers. Each Kawasaki side by side utility vehicle is backed by a Kawasaki STRONG 3-year limited warranty.

The new section on [Kawasaki.com](#) includes contact information for government and fleet sales manager Jacobs, who serves as a liaison between the customer, dealer, Kawasaki Motors Manufacturing Corp., and Kawasaki Motors Corp., U.S.A., giving our government and fleet customers a single point of contact.

### 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 260 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](http://www.kawasaki.com).

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**MULE™**