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Kawasaki Introduces Golden Anniversary Sales Event

Kawasaki Motors Corp., U.S.A. celebrates 50 years with its loyal dealers and customers

IRVINE, Calif. (May 31, 2016) – This year marks fifty years of Kawasaki Motors Corp., U.S.A. (KMC), and to kick off the party, Kawasaki is throwing a celebration: the Golden Anniversary Sales Event Open House, scheduled for the weekend of June 11-12. This weekend-long celebration is to thank Kawasaki's devoted dealers and customers for 50 years of loyalty and support for the brand. Select dealers throughout the country will celebrate by hosting open house events, including demo rides. Check with your local dealer to see what fun they'll be having.

What's more is that Kawasaki is enhancing its birthday celebration by making it even more affordable to jump on a Kawasaki, with special Golden Anniversary Sales offers of up to \$2,500 rebates on select models (available at participating Kawasaki dealers). Be sure to check with your local dealer or Kawasaki.com for all other offers, including special finance offers on select models, for those who qualify. The Golden Anniversary Sales Event will last until June 30, 2016, so don't wait.

There are a select few dealers also marking their own 50-year anniversary with Kawasaki, like Lander Marine Kawasaki, which has been a dealer in Wyoming since KMC first began in 1966. Kawasaki recognizes those select few dealers who have been selling Kawasaki in the USA for the past 50 years:

- Lander Marine Kawasaki, Lander, WY
- Hudson Valley Motorcycle Sales, Ossining, NY
- Koups Cycle Shop, Harrisburg, PA
- Rehmert Kawasaki, Versailles, OH
- Hector's Sales, Jamestown, NY

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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.