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FOR IMMEDIATE RELEASE

We Know Why You Ride

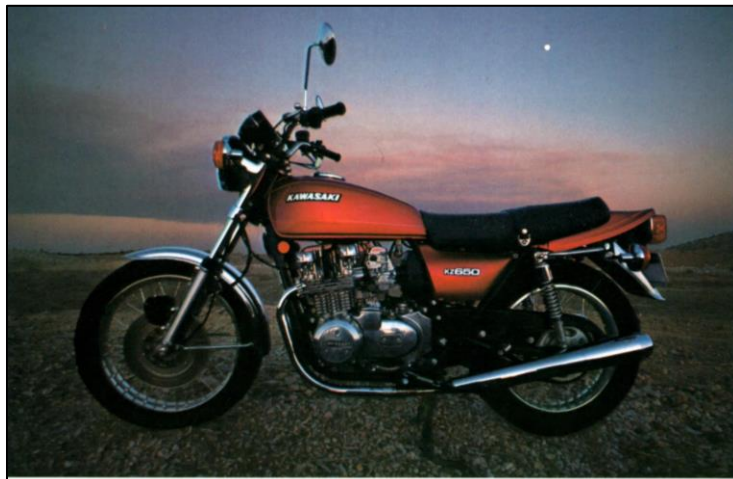
FOOTHILL RANCH, Calif. (July 15, 2016) – In 1977, uttering the terms “internet,” “big data” and “social media” in a business meeting would probably earn you plenty of blank stares. That’s because print media and television were the undisputed kings of reaching customers. Harnessing these powerful communications tools, Kawasaki had already launched two advertising campaigns, “Come out ahead on a Kawasaki” in 1972 and “Let the good times roll.®” in 1973. Now it was time for the next step. In order to reach the most avid enthusiasts, advertising agency J. Walter Thompson created the “We know why you ride” campaign for 1977.

Unlike the previous two campaigns, which built Kawasaki’s brand image for general audiences, “We know why you ride” drilled straight into the veins of diehard motorcyclists like a double shot of espresso. “The silent road shimmers with sunshine and challenge,” started one ad. “You wrap your legs a little more aggressively around the sleek, pulsing power beneath you. And then the day explodes. Walk the curve, become the bike, rule the road.” Other ads burrowed deep into the technology that real riders care about: rpm; quarter-mile acceleration; power-to-weight ratio; rake and trail; and center of gravity.

Launched just in time for Kawasaki’s full transition to building four-stroke street bikes, and the new LTD model range, the campaign ran for two years in magazines read by young enthusiasts, firmly establishing how Kawasaki connects with highly passionate riders. These words were written over 40 years ago, but they’re still valid today: “We know why you ride. You’ve told us. And it’s the same reason Kawasaki builds bikes. Not assembly line piles of sprockets, chains and gears. Ideas. The essence of motion. The reason to ride. Performance machines that sing with the finely tuned joy of an engine embracing a road. Kawasaki.”

Television advertising allowed for even more dramatic development of this theme, with one particular Robert Abel & Associates-produced commercial, “The Ultimate Trip,” showing scenery flashing past while vibrantly changing colors through early computer graphics technology. “Kawasaki introduces a full line of fast, dependable four-stroke road bikes that will take you down any road the mind can travel,” said the narrator. Inspired by *2001: A Space Odyssey (1968)*, the

30-second spot intended to imitate the vivid sense of freedom that motorcycling delivers, but its “psychedelic” nature soon got it censored by at least two networks! Even so, the “We Know Why You Ride” campaign proved yet again that Kawasaki was driven by passion.



650/4.
Proof. We know why you ride.

We know why you ride.

The silent road shimmers with sunshine and challenge. You wrap your legs a little more aggressively around the sleek, pulsing power beneath you. And then the day explodes. Walk the curve, become the bike, rule the road.

We know why you ride. You've told us. And it's the same reason Kawasaki builds bikes. Not assembly line piles of sprockets, chains and gears. Ideas. The essence of motion. The reason to ride. Performance machines that sing with the finely tuned joy of an engine embracing a road. Kawasaki.

Each Kawasaki is engineered to be the best there is, the mechanical reality of why you ride. Each is built to be ridden and ridden and ridden by people who know what it means to ride. People like you. People like us. People who are not afraid to ride an idea.

From city street to cross country tour to the whisper between two trees, there is a Kawasaki for every road the mind can travel. And the road goes on forever.



Kawasaki

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 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.