



Kawasaki Motors Corp., U.S.A.

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FOR IMMEDIATE RELEASE

2015 KAWASAKI NINJA® H2

***Kawasaki will produce a groundbreaking motorcycle,
“Built Beyond Belief.”***

With cutting-edge performance recognized worldwide as a core element of Kawasaki DNA, we are pleased to announce the company will showcase yet another groundbreaking motorcycle at the Intermot Motorcycle Show in Cologne, Germany, which opens its doors on September 30, 2014. While full details will be released in time, we can confirm this motorcycle will be “Built Beyond Belief.”

HIGHLIGHTS OF THE 2015 KAWASAKI NINJA H2:

- To be named Ninja H2 in recognition of the original 1972 H2
- Unveiled at Intermot, Germany on September 30
- Developed using the skills of all areas of Kawasaki Heavy Industries
- Online “Teaser” video campaign hosted at www.ninja-h2.com

The new motorcycle draws on skills and experience from experts not just within the company’s motorcycle division, but across its aerospace, gas turbine and many other high technology manufacturing disciplines. Harnessing the power of the Kawasaki manufacturing group as its “collective strength,” the new project has been evocatively named the Ninja H2.

Kawasaki is anticipating huge international interest in the H2, which represents a unified approach in engineering and state-of-the-art technology. It captures the spirit of the 1972 750cc Kawasaki Mach IV H2. And, along with its predecessor, the 500cc three-cylinder H1, as well as the all-conquering 1972 903cc Z1 Super Four, these motorcycles epitomized Kawasaki’s performance image. They would also define the modern sportbike market as we know it today.

The 2015 Kawasaki Ninja H2 project will add yet another name to the roll call of machines that embody Kawasaki's engineering and performance expertise. And it will undoubtedly change the motorcycle landscape forever.

EDITOR'S NOTE

Full details and final specifications will be published later in 2014.

The Ninja H2 concept will be revealed on the internet with a series of short video "teasers". The first was created by Kawasaki Japan and can be viewed on a website hosted by Kawasaki Heavy Industries, located at www.ninja-h2.com

Starting on September 1, Kawasaki will undertake a variety of pre-launch initiatives, including online activity as well as the world preview at the InterMot Motorcycle Show in Germany on September 30.

Registered media can download the videos from the Corporate News menu at www.kawasakimedia.com as they become available.

ABOUT KAWASAKI

Kawasaki Heavy Industries, Ltd (KHI) started full-scale production of motorcycles more than half a century ago. The first Kawasaki motorcycle engine was designed with technical know-how garnered from the development and production of aircraft engines. 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, speed, power, design and riding pleasure. In the future, Kawasaki's commitment to maintaining and furthering these strengths will surely create 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 almost 1,200 independent retailers, with an additional 7,400 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.

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