



FOR IMMEDIATE RELEASE
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Kawasaki Joins Dealer Expo

With Cutting-Edge Digital Marketing Sessions on the Show Floor

SANTA MONICA, Calif. – Dealer Expo announces that Kawasaki Motors Corp., U.S.A. will present “**Revive, Refresh, Recharge, Reach-out**” at the 49th Annual Dealernews International Powersports Dealer Expo, to be held December 5-7, 2014, at McCormick Place West in Chicago, IL.

Kawasaki will engage participants with an interactive learning hub on the show floor, featuring a variety of offerings for all Dealer Expo retailers. Kawasaki’s marketing team will be on-hand to showcase the company’s newly launched consumer website, demonstrate new technologies and share best practices in digital marketing, including how to utilize social media tools to boost sales and consumer engagement; Kawasaki will extend this expertise beyond its own dealer network.

“In today’s Powersports Industry it is imperative that retailers continue to adapt their marketing strategies to include digital marketing techniques that the next generation of riders respond to,” said Chris Brull, Kawasaki Marketing Communications Director. “We are looking forward to bringing our experience in the field to the Dealer Expo retailers.”

Surrounded by Kawasaki’s latest models and new products, attendees can “**Revive**” tired feet and check emails in a lounge area, or return calls and verify their next booth visit. The “**Refresh**” station at the Kawasaki H₂O Bar will offer free Kawasaki water bottles that can be re-filled at no charge any time throughout the show. Attendees will also be able to “**Recharge**” their smartphones and other devices at available charging stations. While in this space, the interactive learning sessions will help retailers “**Reach-out**” in new ways to the ever-changing consumer marketplace.

“Kawasaki’s vision aligns with Dealer Expo’s commitment to provide powersports retailers with advanced training to enhance their business practices,” said Tracy Harris, Senior Vice President of Advanstar’s Powersports Group. “This pavilion will provide hands-on practice for retailers who need to learn, or enhance, their own social media skills.”

Business education at Dealer Expo begins on Thursday, Dec. 4, at the National Retail Conference presented by Dealernews. The learning continues once the expo floor opens on Friday, with Kawasaki’s Digital Marketing exhibit, more than 100 new product demonstrations from exhibitors, daily Lunch & Learn roundtable discussions, and the DX Model Store and Store Room.

All programs are free to powersports retailers with their Dealer Expo registration; to register, visit www.dealerexpo.com.

For more information, contact Allison Millner, Senior Marketing Manager, at amillner@advanstar.com or at 310-857-7323.

About Kawasaki

ATVs, Motorcycles, Side x Side Vehicles, Watercraft and Power Products are just some of the unique consumer products that have made the Kawasaki brand a household name around the world. From the class leading Ninja® sportbikes and thundering Vulcan™ cruisers to the rugged Brute Force™ ATVs, MULE™ Side x Side vehicles and JET SKI® watercraft, Kawasaki products lead the powersports industry around the globe.

<http://www.kawasaki.com>

About Dealer Expo

Since 1966, the Dealernews International Powersports Dealer Expo is the industry's annual national event where retailers come together to find new products, learn better practices, share ideas to improve their businesses and have some fun. Built by and for powersports retailers, Dealer Expo and the National Retail Conference presented by Dealernews, to be held Dec. 4-7 at McCormick Place West in Chicago, Ill., are timed to fit the retailer's schedule – after the selling season, before the slow time – in a location both affordable and easy to reach.

www.dealerexpo.com

About Advanstar Communications Inc.

Advanstar Communications Inc. is a leading worldwide media company providing integrated marketing solutions for the fashion, life sciences and powersports industries. Advanstar serves business professionals and consumers in these industries with its portfolio of 147 events, 68 publications and directories, 267 electronic products and websites, as well as educational and direct marketing products and services. Market leading brands and a commitment to delivering innovation, quality products and services enable Advanstar to “connect our customers with theirs.” Advanstar has approximately 1,000 employees and currently operates from multiple offices in North America and Europe. www.advanstar.com