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FOR IMMEDIATE RELEASE

**KAWASAKI BIKE NITE IN THE DAYLITE, PRESENTED BY ROK™
RETURNS TO DAYTONA BIKE WEEK**

**Kawasaki bike show brings enthusiasts from all over the country to
Daytona International Speedway**

Kawasaki's popular bike show series continues with *Bike Nite in the Daylite*, now in its sixth year at Daytona Bike Week. On Friday, March 13, 2015, Kawasaki owners and enthusiasts are invited to hang out in the Kawasaki display area at Daytona International Speedway beginning at 11:00am. They can enter their own Kawasaki motorcycle into the bike show or enjoy event activities including charity raffles, and complimentary beverages provided by Riders of Kawasaki (ROK).

The event will be held from 11:00am – 4:00pm and show entrants will have the opportunity to win prizes from a number of event sponsors. Registration will begin at 11:00am, and people's choice voting will open at 12:00pm. Voting will end at 2:30pm and the winners will be announced at 3:00pm, once all the votes have been counted.

Judging categories for the event will include Best Kawasaki Sportbike, Best Kawasaki Cruiser, Best Unique Bike and Best Vintage Kawasaki (1984 and prior). A People's Choice winner will be selected in each category and will be awarded prizes from ROK, Sena® Technologies and Kawasaki Genuine Accessories. The winner in each category will also take home a custom trophy made from Kawasaki motorcycle parts and have the chance to win the coveted title of "Best in Show," plus prizes from Dunlop®, Sena Technologies and olloclip®, to name a few.

Even if you don't own a special Kawasaki, be sure to visit and enjoy the atmosphere, see some great bikes and take a Kawasaki demo ride on the street bike of your choice. Enter the raffle and you might win some great prizes in support of a good cause. Raffle tickets are \$1 each and all proceeds will be donated to the Winship Cancer Institute at Emory Hospital in memory of long-time Kawasaki friend, Mike Thomas.

"Like" Kawasaki USA on Facebook for event updates.

#BikeNiteintheDaylite, #BNTD, #KawasakiBikeNite

OFFICIAL CONTEST RULES ARE POSTED ON

<http://www.kawasaki.com/Experience/events?month=March>

- Kawasaki motorcycles will be judged on appearance from 12:00pm - 3:00pm, Friday, March 13, 2015. All ballots will be collected by 3:00pm, and winners will be announced at 3:30pm.
- One People's Choice winner will be selected in each competition class.
- One of the four class winners will be selected as overall "Best in Show" by a panel of judges at 3:30pm.
- Competition is open to privately owned Kawasaki street motorcycles *only*.
- Participants must be present to win.
- Please register and complete the entry waiver before bringing your motorcycle onto the grass area.
- Participation in "Bike Nite in the Daylite" is at your own risk. *Kawasaki is not responsible for any damage caused to your motorcycle during this event.*