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**FOR IMMEDIATE RELEASE**

## The Glint of Chrome

**FOOTHILL RANCH, Calif. (September 16, 2016)** – As Kawasaki celebrates 50 years in the United States, it's fascinating to look back at the 25th anniversary in 1991 for perspective. At that time, a slender 16-page softbound book entitled *The Glint of Chrome in Young Men's Eyes* detailed numerous people, product, and racing high points from 1966 through the silver anniversary. Although the book contains just eight photos and one illustration, thousands of words take readers on a deep dive into the colorful events that defined Kawasaki's early years in America.

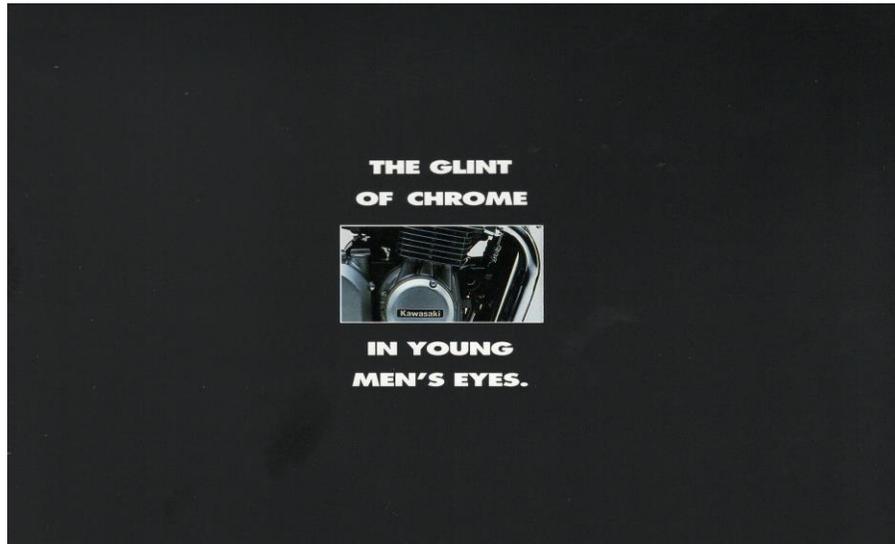
For instance, outside of racing, Kawasaki products had multiple brushes with fame through sports and entertainment. Mark Spitz, the world's most decorated swimmer after the 1972 Olympics, organized a celebrity JET SKI® watercraft tournament while 1976 Olympic decathlon gold medalist Bruce Jenner appeared in a JET SKI® watercraft film of which photos were featured in *Newsweek*, *Time*, *Sports Illustrated*, and *People* magazines. In 1978, Ted Mondale, son of US Vice President Walter Mondale, raced a KX™250 motorcycle for Beltway Kawasaki in Washington, D.C. After, Tom Cruise rode a 1984 GPz900R Ninja® sportbike in the movie *Top Gun (1986)*; he bought two Ninja® 1000 motorcycles and four JET SKI watercraft from Burbank Kawasaki in California. Finally, from 1985 to 1986, Catherine Bach, star of the television series *Dukes of Hazzard*, served as Kawasaki's official ATV spokesperson.

Many enthusiasts know Kawasaki's pivotal early products like the Samurai A1 and mercurial Z1 superbike, the Ninja® sportbike and Vulcan® cruiser, the JET SKI watercraft and MULE™ utility vehicles. But what was the best-selling model? In September 1, 1991, that honor went to the little two-stroke KE100 dual-purpose bike, with 211,727 units wholesaled. For its part, the thrilling 500 Mach III H1 was the 10th best-selling bike in 1991, with 69,279 units wholesaled in aggregate.

In racing, as the silver anniversary concluded Scott Russell had just won the 1991 AMA Supersport title and Mike Kiedrowski had likewise claimed the AMA 125 Motocross crown. While in streetbikes, the Ninja® ZX™-11 offered what *The Glint of Chrome* called "the most incredible internal-combustion performance ever offered to the public." A section in the book entitled "The Next 25

Years” left the door open for advancement, admitting that, “It is difficult to even speculate the roads KMC will travel on their way into the next century.” Clearly, Kawasaki hadn’t met the future yet. *Cycle World* magazine calls the supercharged 2016 Ninja® H2™R superbike "the most powerful mass-produced motorcycle on the planet.” That’s some kind of new world!

[Click here to view the full Cycle World story.](#)



*The Glint of Chrome in Young Men's Eyes Cover*



**Kawasaki's 25<sup>th</sup> Anniversary Logo**

## **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<sup>®</sup> 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 260 of them located at KMC's Foothill Ranch, California headquarters.

Kawasaki's tagline, "Let the good times roll.<sup>®</sup>", 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](http://www.kawasaki.com).