



Kawasaki Motors Corp., U.S.A.

Contact:  
Kawasaki Media Relations  
949-770-0400 ext. 2777  
pr@kmc-usa.com  
[www.kawasaki.com](http://www.kawasaki.com)

**FOR IMMEDIATE RELEASE**

**Kawasaki Returns as OEM Exhibitor at  
2015 American International Motorcycle Expo**  
*Manufacturer to Debut New Models and  
Showcase its Wide Range of Product Lines in Orlando*

**IRVINE**, Calif. (June 29, 2015) – The American International Motorcycle Expo ([AIMExpo](#)) and Kawasaki Motors Corp., U.S.A., ([KMC](#)) announced today that the manufacturer has joined the growing list of OEM exhibitors set to take part in the third annual event, to be held October 15-18, 2015 at the Orange County Convention Center (OCCC) in Orlando. Kawasaki returns for its second year, where it will again host public debuts of new products for the 2016 model year.

Highlighted by the global unveiling of the Vulcan® S cruiser, as well as the North American debut of the Ninja H2™R motorcycle, Kawasaki experienced first-hand benefits during its first year of participation that can be derived from the all-inclusive platform provided by AIMExpo.

“We are delighted to be returning to AIMExpo for a second year and will again use this opportunity to bring a number of new products to the marketplace,” said Kevin Allen, Kawasaki Manager, PR + Brand Experience. “The ability to connect with the global media, our dealer network and the general public were key factors that contributed to our decision to return to Orlando. We’re looking forward to building on the success we had last year as we bring an even more engaging and personalized experience to the show floor.”

Kawasaki will unveil an all-new exhibitor display featuring the very latest in interactive technologies to engage, entertain and inform the wide variety of attendees – media, retailer and consumer – at booth #239 inside the OCCC. The space will showcase the legendary performance brand’s vast array of two and four-wheel products, including the recently unveiled Z800 ABS mid-level streetfighter and KX™450F off-road bike, in addition to the MULE™ PRO Series and Teryx® families of side by sides.

Inside Kawasaki’s booth will be an exclusive Vulcan S Ergo-Fit area designed to help riders establish a custom fit aboard the entry-level cruiser that was debuted last year at AIMExpo. Alongside the

fully adjustable Vulcan S product line will be a showcase of custom-built Vulcan S motorcycles designed by some of the top bike builders in the nation. The lineup of custom cruisers will first be unveiled at a special event at the Ace Cafe Orlando.

“From its worldwide media unveiling of the Vulcan S cruiser last year in the Chapin Theater prior to the opening of trade days, to hosting their dealer network and interacting with consumers, Kawasaki leveraged the AIMExpo platform to its full potential and advantage,” said Larry Little, Vice President and General Manager of AIMExpo. “And the grand stage that we envisioned for AIMExpo was on full display with the North American debut of the radical Ninja H2R motorcycle, generating an amazing amount of media from the show floor in Orlando. We’re thrilled to have Kawasaki back for its second year and look forward to seeing all of their 2016 models on display in Orlando.”

More than 400 exhibitors have already committed to AIMExpo in 2015. Exhibitor presence builds each day and companies looking to take advantage of the AIMExpo platform should contact an [AIMExpo Account Manager](#) toll free at 855-MCShows (855-627-4697).

Be sure to stay tuned to the [AIMExpoUSA.com](#) website and keep up to date on exciting news as it happens by visiting AIMExpo’s social media pages. “Like” the American International Motorcycle Expo on [Facebook](#), and “Follow” on [Twitter](#) or [Instagram](#): @AIMExpo.

###

### **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 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](http://www.kawasaki.com).

### **About American International Motorcycle Expo**

The American International Motorcycle Expo's ([www.aimexpousa.com](http://www.aimexpousa.com)) purpose is to serve as the catalyst to bring together industry, press, dealers and consumers in a single arena that creates a grand stage for motorcycling and powersports in the U.S. and North America, and delivers an efficient and energetic market-timed expo platform for B2B and B2C in the motorcycle industry. AIMExpo is the single most important event of its type in the North American market and has international impact within the motorcycling and greater powersports community. AIMExpo was recently honored in Trade Show Executive Magazine's Fastest 50, recognizing the fastest growing trade shows in the U.S. AIMExpo is produced by Marketplace Events Motorcycle Group, a division of Marketplace Events.

([www.marketplaceevents.com](http://www.marketplaceevents.com))



### **About Marketplace Events**

Marketplace Events creates vibrant expositions connecting enthusiasts with experts, products and services in dynamic face-to-face environments. The company produces 39 events annually including: 26 consumer home shows in the US; 11 in Canada; one Holiday Boutique in Kansas City; and North America's premier trade and consumer show for the motorcycle industry, the American International Motorcycle Expo (AIMExpo), which has become a Top 50 Trade Show in just two years. The 39 combined events attract 15,000 exhibitors, 1.5 million attendees and another 1.7 million unique web visitors annually. From 14 offices, the 110-person staff produces some of the most successful and longest-running shows in North America, including market-leading home shows in Montreal, Vancouver, Calgary, Minneapolis, Philadelphia and Orlando—some of which have thrived in their markets for more than 75 years. [www.marketplaceevents.com](http://www.marketplaceevents.com)