



Kawasaki Motors Corp., U.S.A.

Contact:
Kawasaki Media Relations
949-770-0400 ext. 2777
pr@kmc-usa.com
www.kawasaki.com

FOR IMMEDIATE RELEASE

KAWASAKI WELCOMES PRO WRESTLER STEVE AUSTIN TO ITS POWERSPORTS FAMILY

Kawasaki Motors Corp., U.S.A. is announcing today that Steve Austin has joined the Kawasaki STRONG family as brand ambassador. Austin, a Pro Wrestling Hall of Famer, action movie star as well as TV and radio personality will be appearing in upcoming Kawasaki MULE™ PRO-series advertising and marketing campaigns. He will also be featured in Kawasaki's online properties and make special appearances at upcoming events.

“Steven Austin is the perfect fit for the MULE PRO-series and the Kawasaki STRONG brand,” said Kawasaki Vice President of Marketing Chris Brull. “He can really put the family of machines to the test, especially on his ranch property in Texas, where the versatility, durability and strength of these rugged four-wheelers will shine through.”

Austin joins the Team Green™ family of ambassadors, which already includes the likes of Supercross legend Jeremy McGrath, 2013 Professional Bullriding Champion JB Mauney, motorcycle stunt rider Jason Britton, and 11-time World Drag Race Champion Rickey Gadson, among others, to further promote the Kawasaki powersports product line.

For more information about Steve Austin joining the Kawasaki team, to request an interview, or to learn more about the Kawasaki powersport products, please contact aimee.soto@kmc-usa.com.

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.