



Kawasaki Motors Corp., U.S.A.

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FOR IMMEDIATE RELEASE

KAWASAKI MOTORS CORP., U.S.A. HIRES NEW MANAGER, GOVERNMENT AND FLEET SALES TO MEET GROWING CUSTOMER DEMAND IN THESE SECTORS

IRVINE, Calif. (August 10, 2015) – Kawasaki Motors Corp., U.S.A. (KMC) is pleased to announce that the company has hired Michael Jacobs to fill the newly created position of Manager, Government and Fleet Sales.

In this new position, Jacobs will be responsible for the strategic development of Kawasaki's government and fleet sales initiatives with the primary purpose of growing brand awareness for Kawasaki side x side vehicles, while increasing side x side business for KMC and its independent dealer network.

“With increasing demand in the sectors of government and commercial fleet sales as well as Kawasaki's increasing growth in the marketplace with products like the MULE PRO-FXT™, the time was right for Kawasaki to hire a strong manager with deep roots in the fleet sales industry for this important position,” says Bill Jenkins, Senior V.P., Sales Operations. “Michael has the background and knowledge to take our government and fleet business to the next level.”

Jacobs' recent experience includes several Regional Sales Manager positions with Fortune 500 companies as well as owning and operating a small start up company. He will be based out of the Central Region Office in the Dallas, TX area. In addition to his business experience, Jacobs was brought up in a Military household, living on Army bases around the world. Today, Jacobs lives in the Fort Worth/Dallas area with his two daughters and his wife, who is a school teacher. To reach Michael Jacobs to discuss government and fleet business opportunities with Kawasaki Motors Corp., U.S.A., he can be contacted at Michael.Jacobs@kmc-usa.com or 817-589-1180.

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 our entry into the motorcycle industry was driven by Kawasaki'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, speed, 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 almost 1,200 independent retailers, with close to an additional 7,400 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.