

Press Release

April 22, 2020

DO NOT RELEASE BEFORE APRIL 22, 2020

WE'LL DELIVER THE GOOD TIMES™

KAWASAKI LAUNCHES HOME DELIVERY PROGRAM

Kawasaki Motors Corp., U.S.A. (KMC) is proud to lead the way in revolutionizing the powersports industry yet again, streamlining the purchase process of Kawasaki vehicles, parts, accessories and apparel for the modern era. Working closely with our nationwide dealer network, KMC will be able to provide delivery of Kawasaki products to your home, all while ensuring a safe, timely, and professional experience.

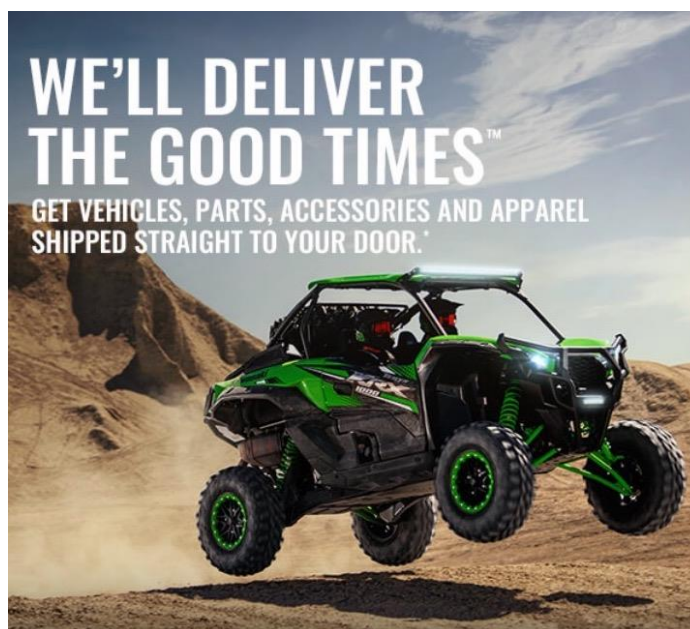
“In these unprecedented times, Kawasaki is looking to ease some of the burdens facing everyone and give them the opportunity to experience Good Times™ again,” said Kawasaki Senior Vice President, Sales & Operations, Bill Jenkins. “We are proud of our dealer network for working with their customers to give them the Kawasaki vehicle delivery experience, while also following the guidelines set out in their local areas.”

In light of recent stay-at-home orders, travel restrictions, and social distancing recommendations in response to the COVID-19 pandemic, participating dealers are now able to deliver Kawasaki products directly to your home or business. Our goal is to help facilitate purchases of Kawasaki products by those who cannot or may not wish to visit a dealership. These products include vehicles, parts, accessories and apparel.

Our Kawasaki dealer network is committed to providing a first-rate experience for vehicle deliveries, replicating as closely as possible the vehicle pickup experience at a dealership. This means that vehicle inspections will be performed at the dealership prior to delivery, and all required delivery checklists will be completed in your presence. Your vehicle will be delivered by trained dealership personnel who can provide a thorough briefing on vehicle operation, maintenance, and safety information, and not by a third-party delivery services or common carriers.

Parts, accessories and apparel will be delivered via third-party services or common carriers. Delivery for parts and accessories ends May 31, 2020, and other limitations may apply.

Due to variations in state and local stay-at-home orders, home delivery of vehicles may be unavailable in some areas. Accordingly, please contact your local dealer for additional information and to confirm that they are able to offer home delivery.



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 260 of them located at KMC's Foothill Ranch, 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.