

Kawasaki Donates More Than \$300,000 in Product Support to MMI Education Efforts

Foothill Ranch, California -- Kawasaki Motors Corp., U.S.A., announces its support of Motorcycle Mechanics Institute (MMI) education efforts that will include a donation of 36 Kawasaki products, including motorcycles, ATVs, side x sides, and personal watercraft. The equivalent retail value reaches a total of more than \$300,000 and utilizes Kawasaki's wide-range lineup with Ninja®, Z family, Versys®, Vulcan®, KX™, and KLX® motorcycles, Brute Force® ATVs, Mule™ side-by-sides, and Jet Ski® personal watercraft models.

"The MMI is a fundamental part of our industry," said Bill Jenkins, Senior VP Sales and Operations. "The industry-leading technical training educates and guides future professionals of our industry and feeds our dealers with qualified technicians."

Kawasaki's efforts are designed to support MMI's technical training programs that prepare its graduates for future technician positions and careers at Kawasaki dealerships across the nation. After completing MMI's core program, students take elective courses that help to familiarize them with specific product lines and maintenance procedures, ensuring professional-level service.

"For nearly three decades, Kawasaki has trusted MMI to train the skilled technicians who maintain and service their products across the nation," said Roger Speer, Campus President, MMI Phoenix and Orlando. "This latest contribution of vehicles gives our students the opportunity to train on the very latest Kawasaki products, so they graduate from MMI ready to hit the ground running."

"We're thrilled to give the MMI and future technicians the best education on Kawasaki models," said Patrick Kelly, Director Customer and Technical Support. "These 36 Kawasaki models will add to the curriculum and continue the successful K-Tech Specialist Program."

Throughout the years, MMI's technical training programs have paved the path for Kawasaki dealership technicians as well as several of Kawasaki's amateur and factory racing support team technicians.

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 almost 1,100 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 250 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.

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