

Kawasaki Announces New Agreement with Roadrunner Financial to Offer Financing for Credit Builders and First-Time Buyers

Foothill Ranch, California – Kawasaki Motors Corp., U.S.A. is pleased to announce a new financing agreement with Roadrunner Financial to offer competitive near-prime loans to Credit Builders with 550-660+ FICO scores. Roadrunner delivers a revolutionary lender experience through digital applications with instant decisions, comprehensive credit coverage, and unbeatable dealer and customer support.

Kawasaki joins a group of Powersports and Outdoor Power Equipment partners that utilize Roadrunner Financial to bring great finance offers to their customers. The relationship with Kawasaki allows Roadrunner to offer an enhanced program with improved near-prime rates with no fees for dealers.

“Roadrunner Financial is a key addition for Kawasaki and our dealers” said Kawasaki Senior Vice President, Sales and Operations Bill Jenkins. “The focus on a near-prime credit program will offer dealers new opportunities for financing customers on Kawasaki powersports products.”



“Roadrunner will give Kawasaki dealers a new tool to close deals that would usually walk out the door.” When asked about the new financing agreement, Jon Vestal, VP of Sales at Roadrunner Financial said, “We’re very excited to strengthen our relationship with Kawasaki. By targeting near-prime, we plan to deliver significant incremental sales for Kawasaki in 2020 and beyond.”

This new Kawasaki program from Roadrunner Financial will be available to Kawasaki dealers starting March 1st, 2020.

About Roadrunner Financial:

Roadrunner Financial offers financing for customers across the entire credit spectrum. Roadrunner’s credit program suite includes ‘Roadrunner Prime’, ‘Roadrunner Credit Builder’ for customers down to 550 FICO, a first-time buyer program, ‘Roadrunner Lease’, and a pre-owned vehicle program.

Founded in 2016 and based in New York, Roadrunner helps dealers finance more customers by taking the traditional hassles of lending and replacing them with one seamless process that can take as little as a few minutes. Roadrunner’s unique financing experience offers instant decisions, electronic contracting, and financing for more than 10,000 vehicles across 40+ Powersports & Outdoor Power Equipment (OPE) OEMs. For more information, please visit www.roadrunnerfinancial.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 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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