



Kawasaki Motors Corp., U.S.A.

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**FOR IMMEDIATE RELEASE**

## **KAWASAKI UPDATES ITS VISUAL IDENTITY IN PREPARATION FOR 50<sup>TH</sup> ANNIVERSARY**

March 1, 2016 marks the 50<sup>th</sup> anniversary of Kawasaki's presence in America. As part of the commemoration of this corporate milestone, Kawasaki is pleased to introduce an all-new visual identity to the brand, which will be featured at dealerships nationwide this fall.

The all-new visual identity represents a significant update to current signage and reflects the brand's global identity. The new signage will stand out, featuring white lettering on a contrasting black background with distinctive Kawasaki Lime Green stripes underneath. This will be highly visible and easily recognizable for customers seeking dealerships. The transition to Kawasaki's new visual branding will begin this month in selected markets, with the aim of having all dealers complete their installation by the end of the year.

"Kawasaki's rich heritage of unsurpassed innovations in the U.S. powersports industry has been highlighted by motorcycles such as the original Z1 and Ninja® 900, essentially creating the modern supersport category," said Bill Jenkins, Senior VP of Sales Operations. "We also developed the market for the first stand-up personal watercraft with the Jet Ski® brand, and developed the first utility four-wheeled vehicles with the MULE™ side x sides. Now, our visual identity will reflect this heritage and align our U.S. brand image with Kawasaki's global presence."

Further announcements regarding Kawasaki's 50<sup>th</sup> Anniversary celebrations will be made later this year.

For more information on this subject or to learn more about all the Kawasaki powersports products, please contact [aimee.soto@kmc-usa.com](mailto:aimee.soto@kmc-usa.com).

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## **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](http://www.kawasaki.com).