

## KAWASAKI MULE™ SIDE X SIDE CELEBRATES 30 YEARS

# NEW KAWASAKI MULE™ SIDE X SIDE CONSUMER DISPLAY SHOWCASES THE FIRST AND CURRENT MULE SIDE X SIDE VEHICLES

The 2018 line of Kawasaki MULE™ side x sides is made possible thanks to a rich history of innovation inspired by a passionate customer following. In order to highlight the long road the MULE has traveled over its 30 years of production, Kawasaki Motors Corp., U.S.A. (KMC) is unveiling a newly designed outdoor display at the Farm Progress Show, in Decatur, IL. August, 29<sup>th</sup>-31<sup>st</sup>, 2017. This is the same show where KMC debuted the first MULE 1000 side x side 30 years ago. The large outdoor-themed display is designed to showcase the vehicle's work and play capabilities. The booth will also educate customers on the rich history of the MULE and its current offerings.



On hand will be the new 2018 MULE PRO-FXR™, along with a large selection of MULE units. The MULE PRO-FXR model exhibits the “play” side of the Kawasaki MULE™ PRO Series of side x sides. With a stronger, more compact shape that stands out amongst the Kawasaki side x sides, a premium appearance, painted finish and aggressive styling, the MULE PRO-FXR is worthy of carrying forth the Kawasaki STRONG legacy.

The display will also showcase one of the very first MULE utility vehicles ever built, a 1987 MULE 1000, serial number #000006, nicknamed “Old Stinky.” This unit has been in use since 1988 and has over 14,000 miles on it, all logged on the premises of Kawasaki Motors Manufacturing Corp., U.S.A. in Lincoln, Nebraska. It was retired in 2016 and is set to take on its new role at the show.

The Farm Progress Show annually hosts more than 600 exhibitors displaying new farm equipment, tractors, combines and farm implements; seed and crop protection products; and many additional farm supplies and services.

“Kawasaki made history when we unveiled the MULE side x side 30 years ago, and as we continue to evolve the MULE lineup to match the needs of our customers, we continue to provide STRONG, durable side x sides,” said Kawasaki Vice President, Marketing Chris Brull. “We put the same hard work and dedication into designing this new MULE consumer display. It celebrates the 30-year history of the MULE while also allowing consumers to get close and interact with the current generation of MULEs.”



In addition to the Farm Progress Show, KMC will bring the Kawasaki MULE display to the following shows:

- Husker Harvest; Wood River, NE - September 12th – 14th, 2017
- Sunbelt Ag Expo: 10/17-19; Moultrie, GA – October, 17th – 19th , 2017
- World Ag Expo; Tulare, CA – February 13th – 15th, 2018

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

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