

Kawasaki



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FOR IMMEDIATE RELEASE

Two-Time World Champion

FOOTHILL RANCH, Calif. (September 9, 2016) – After carrying riders to two World Superbike championships, the Ninja® ZX™-10R motorcycle has earned a place among the best supersport bikes ever created. It's been a long time coming. The Ninja ZX™-10R's story actually began with the 903cc 1973 Z1, the world's first DOHC inline-four production motorcycle, then pushed dramatically ahead with the liquid-cooled 908cc GPz900R Ninja® sportbike of 1984. Kawasaki launched its first full-liter superbike, the 997cc Ninja® 1000R, for 1986, and followed up with the 998cc ZX™-10 for 1988 and finally the ZX™-10R (officially known as the ZX1000-C1) for the 2004 model year.

The rest, as they say, is a glorious blaze of Lime Green racing history. Upon its introduction, the Ninja ZX™-10R immediately won a Best Superbike award from *Cycle World* magazine. Its compact 54.5-inch wheelbase and 24-degree steering rake made the handling of the new "10R" more akin to a 600cc supersport than any previous Kawasaki model. Also contributing to its extraordinary punch were slender physical dimensions, and innovations like pressed-aluminum frame rails and a titanium exhaust system that kept the weight down to 375 pounds dry.



2004 Ninja ZX™-10R Brochure Cover

But that was then. Since its launch, the Ninja ZX™-10R superbike has pushed ahead technologically, incorporating significant redesigns for 2008, 2011 and 2016. The level of technology now available on the box-stock Ninja ZX™-10R ABS KRT Edition would have blown the minds of factory race teams a decade ago, including Kawasaki Launch Control Mode (KLCM), five-mode Sport-Kawasaki Traction Control (S-KTRC), a Kawasaki Quick Shifter (KQS), three power modes, a five-axis Bosch Inertial Measurement Unit (IMU) for improved cornering management, an inverted Showa 43mm Balance Free Fork (BFF), an Öhlins® electronic steering damper, Kawasaki Engine Brake Control, a Kawasaki Intelligent anti-lock Brake System (KIBS), and front Brembo® brakes with monobloc calipers. And that's just some of it.



Timeline of the Ninja ZX-10R: From Left to Right, 2004, 2008, 2011, and 2016

So complete is the Ninja ZX™-10R that Tom Sykes used it to grab his first FIM Superbike World championship in 2013, with teammate Jonathan Rea claiming a title of his own in 2015. At press time, Rea and Sykes were 1-2 in the 2016 standings. But it's really no wonder, because while the Ninja ZX™-10R is a streetbike, it also reflects decades of lessons hard-learned by the Kawasaki Racing Team on the world stage. All of which makes it the most incredible Ninja® motorcycle yet, when 1st Street becomes Turn 1 at the track.



Tom Sykes 2013 WorldSBK Championship

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.