



Kawasaki Motors Corp., U.S.A.

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FOR IMMEDIATE RELEASE

KAWASAKI NAMED AS OFFICIAL MOTORCYCLE OF JASON PRIDMORE STAR SCHOOL

Organizations align over shared passion for improving motorcycle safety

Kawasaki Motors Corp., U.S.A. has announced an agreement with Jason Pridmore and his STAR Motorcycle School to be their official motorcycle through 2016. The Kawasaki Ninja® motorcycle will be used by the schools instructors, and all students participating in over 30 training courses annually will have the opportunity to demo .

“I’m so happy that STAR Motorcycle School and Kawasaki have aligned for this year and into 2016,” said Jason Pridmore. “The Ninja started it all for me as I won my first AMA National on a ZX™-7R in 1992. We are both so excited to collaborate on educating all levels of riders throughout the industry. STAR’s “Next Generation Motorcycle Training” program has many new features and on top of that we have 20 new Kawasaki Ninja motorcycles for all to come and enjoy.”

The STAR Motorcycle School has earned praise by the Motorcycle Safety Foundation (MSF), which offers motorcycle insurance rate discounts to students who have completed the STAR course. Jason Pridmore is also the official motorcycle safety trainer for the Marine Corps Semper Ride program, for which he will also be using Kawasaki Ninja motorcycles. Reduced rates for the STAR Motorcycle School will be extended to Kawasaki dealers and customers interested in completing the STAR Motorcycle School course.

“All of us at Kawasaki couldn’t be happier to team up with Jason Pridmore and the STAR School,” said Marketing VP Chris Brull. “Jason has been in the motorcycle training business for over 17 years and has proven to be one of the most influential ambassadors for motorcycle safety in this industry. His passion for riding extends to the

Kawasaki Ninja line, where both he and his father have a history of racing success. We look forward to collaborating with him and the STAR Motorcycle School to achieve our shared goals.”

STAR Motorcycle School will have 20 Kawasaki Ninja motorcycles in their fleet, with models ranging from the Ninja® 300 to the Ninja ZX™-10R.

For more information about Kawasaki and the STAR Motorcycle School, or to learn more about all the Kawasaki powersport products, please contact aimee.soto@kmc-usa.com or visit www.starmotorcycle.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.