

KAWASAKI ERGO-FIT CENTER WINS DISPLAY AWARD AT GLOBALSHOP SHOW

Kawasaki Vulcan® S display allows customers to find the proper controls placement using Kawasaki ERGO-FIT™ system

Foothill Ranch, Calif. – Kawasaki Motors Corp., U.S.A. (KMC) is proud to receive the OMA Gold Award for permanent general merchandise display at the GlobalShop show in Chicago for its Vulcan S ERGO-FIT Center design.

“ERGO-FIT is one of the ways that Kawasaki separates ourselves from the competition,” said Kawasaki Senior Vice President Sales & Operations Bill Jenkins. “The Kawasaki Vulcan S gives the rider the ability to tailor their motorcycle to their preference which increases comfort and confidence and having the fantastic ERGO-FIT Center display allows our dealers to educate and fit their customers on their showroom floor.”



The ERGO-FIT system features a combination of adjustable components for riders of different stature to help fit the motorcycle to the rider. Developed and constructed by One Source Industries (OSI) the ERGO-FIT display allows riders to sit on a Vulcan S motorcycle and try the different positions in handle bar and foot peg positions as well as multiple seats while taking up very little space on a dealer's showroom floor.

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

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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.