



Kawasaki Motors Corp., U.S.A.

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For Immediate Release

**KAWASAKI MOTORS CORP., U.S.A. ANNOUNCES NEW KAWASAKI
PROTECTION PLUS AND PREFERRED PROTECTION PLUS**

***Kawasaki backed extended service coverage program expands to offer dealers
and customers additional products and benefits***

IRVINE, Calif. (Aug. 19, 2014)—Kawasaki Motors Corp., U.S.A. (KMC) announced recently that after 28 years of providing excellent coverage to Kawasaki customers, the Good Times™ Protection Plan (GTPP) has been rebranded as Kawasaki Protection Plus (KPP).

Kawasaki Protection Plus offers all of the same great factory backed coverage and extended service contract programs as GTPP, but through our partnership with Service Group has added new products including GAP, Tire & Wheel, Prepaid Maintenance as well as all-encompassing coverage for other OEM brands in the form of Preferred Protection Plus.

“With Kawasaki Protection Plus and Preferred Protection Plus, Kawasaki has partnered with Service Group to provide a comprehensive offering of products and services to Kawasaki dealers and customers ensuring positive ownership experiences, strong dealer relationships, and years of worry-free riding,” says Patrick Kelly, Kawasaki Director, Technical Services.

Kawasaki Protection Plus and Preferred Protection Plus launched August 4, 2014 and are available from authorized Kawasaki dealers, or customers can purchase and renew their KPP contracts online at <https://kpp.kawasaki.com/>

To learn more about Kawasaki Protection Plus and Preferred Protection Plus, visit kpp.kawasaki.com.

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9950 Jeronimo Road
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About Kawasaki Motors Corp., U.S.A. (KMC)

Kawasaki Motors Corp., U.S.A. (KMC) markets and distributes Kawasaki motorcycles, ATVs, side x sides, and Jet Ski® watercraft through a network of almost 1,200 independent retailers, with close to an additional 7,400 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.

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