



Kawasaki Motors Corp., U.S.A.

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FOR IMMEDIATE RELEASE

Kawasaki Expands Role of Next Level Sports Management to Cover all Product and Racing PR

Irvine, California (October 1, 2015) – Kawasaki Motors Corp., U.S.A., today named Next Level Sports Management as its public relations agency for all product and racing activities. [Next Level](#) will work closely with the [Kawasaki](#) public relations team and its Manager, PR + Brand Experience, Kevin Allen to promote its entire powersports line-up, including motorcycles, side x sides, ATVs and personal watercraft.

“Next Level has successfully promoted the Monster Energy Kawasaki racing program for many years,” said Allen. “Their forward-thinking approach, industry knowledge and contacts put them in a unique position to help Kawasaki create increased awareness for all of our products, continuing the positive momentum built this past year with the introduction of the Ninja H2™R motorcycle and MULE™ PRO side x sides.”

Next Level Sports Management is one of the most respected agencies in the world of powersports and is embedded within the heart of the industry in Southern California. Next Level brings more than 25 years of public relations experience and will work hand-in-hand with Kawasaki staff to provide strategic communication planning, the development and execution of innovative, experiential events, as well as national and endemic media outreach.

“We have a strong relationship with Kawasaki that we have built throughout our decade-long working relationship,” said Tony Gardea, Next Level founder and CEO. “Kawasaki is like family to us and being able to expand our role to cover additional aspects of public relations with such a great brand is an incredible opportunity and is a testament to our work ethic and adaptability. We are looking forward to working alongside their staff to further promote the Kawasaki brand and its diverse product line.”

Stay up to date on the latest Kawasaki news and product innovations by visiting www.kawasaki.com.

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.