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**FOR IMMEDIATE RELEASE**

## **KAWASAKI MOTORS CORP., U.S.A. PROMOTES CHRIS BRULL TO VICE PRESIDENT OF MARKETING**

*New responsibilities, new position for Kawasaki veteran*

Kawasaki Motors Corp., U.S.A. (KMC) is pleased to announce the promotion of Chris Brull to Vice President of Marketing effective April 1.

Chris has spent 25 years delivering innovative marketing solutions on both the agency (DMB&B, Foote, Cone & Belding) and client side. His career at Kawasaki began in 2004 as the National Marketing Manager, before taking the helm as Director of Marketing in 2009.

During his tenure Chris engineered a strategic transformation of KMC's marketing direction to focus on consumer-centric marketing. This direction includes an emphasis on innovation, leading KMC to establish many industry firsts including unique experiential events and digital marketing tools. Under Brull, Kawasaki became the first Japanese powersports OEM to launch mobile-based communications and a first-mover in social media. More prominently, KMC was the first to stage a new product launch simultaneously broadcast around the world from Times Square in New York City.

Brull has also secured alliances with high-profile partner brands such as Monster Energy, Professional Bull Riders Association, Realtree and Lucas Oil, all of which have delivered invaluable credibility and authenticity to the brand.

Brull's promotion follows the announcement that Mr. Shinichiro "Yoko" Yokoyama will return to Kawasaki Heavy Industries, Ltd. (KHI) in Japan. Responsibility for Professional Racing and Team Green activities, previously part of the Product Advancement & Racing (PA&R) department, will now be under Brull's direction as part of KMC's Marketing Communications Department.

## **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 our entry into the motorcycle industry was driven by Kawasaki'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, speed, 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<sup>®</sup> 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.