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NEW MODEL PRESS RELEASE

2024 KAWASAKI BRUTE FORCE® 300, KFX®90, AND KFX®50 ATV MODELS

Kawasaki welcomes the return of the Brute Force® 300, KFX®90, and KFX®50 ATVs to its lineup for 2024.

Designed to get the job done while also dominating the trails, the Bruce Force 300 meets the needs of farmers, ranchers and those with a love of the great outdoors. It's designed to suit a variety of needs and budgets.

The entry-level KFX90 and KFX50 models take styling cues from Kawasaki's KX™ motocross lineup and incorporate a sporty and aggressive look that stands out from the competition. The KFX lineup has a number of features aimed at helping young riders gain four-wheel riding experience with proportionate size and power and serve as the introductory step into a life of enjoying powersports.



KAWASAKI BRUTE FORCE® 300

The price-friendly Brute Force 300 is equipped with a mid-size liquid-cooled, 271cc single-cylinder, four-stroke engine and is a willing outdoor accomplice. The engine is paired with a continuously variable transmission (CVT) with HI/LO ranges and reverse with a centrifugal clutch. It features a wide stance, single shock rear suspension and independent A-arm front suspension that soaks up the bumps and offers sporty handling. Front and rear cargo racks can take on 44 and 66-lbs., respectively. Built around a sturdy frame, with proven Kawasaki performance, the Brute Force 300 ATV has a 500-lb. towing capacity and is built Kawasaki STRONG.

KAWASAKI BRUTE FORCE 300

Color: Grayish Blue, Firecracker Red

MSRP: \$5,099

Availability: Now

KAWASAKI KFX®90

The KFX®90 lets riders ages 10 and older take on tougher tracks and bigger adventures with an air-cooled 89cc single-cylinder, four-stroke engine. Special parental controls include a keyed ignition to help address unsupervised starting as well as speed controls with a throttle-limiting screw to restrict throttle movement, and a collar in the CVT transmission that can be removed to increase speed as the

rider gains experience, allowing the KFX90 to grow with the rider. The front wheel wells feature a large panel area that is designed for mud protection and the floorboard design contributes to grip that helps young riders control their ATV when riding while in a standing position. LED accent lights offer an enhanced look and make the ATV easier to spot while the rider is off in the distance exploring. The KFX90 evokes a strong KX-style motocross image thanks to its number-plate style design, handlebar pad, and decals.

KAWASAKI KFX90

Color: Lime Green, Battle Gray

MSRP: \$3,299

Availability: Now

KAWASAKI KFX50

The 2023 KFX®50 ATV for ages six and older is the starting place for many first-time ATV riders. Featuring a 49.5cc, air-cooled, single-cylinder, four-stroke engine that delivers smooth power, predictable performance and rock-solid reliability, and special parental controls include a keyed ignition to help address unsupervised starting as well as speed controls with a throttle-limiting screw to restrict throttle movement. The KFX50 ATV boasts many of the same styling cues as the bigger KFX90 and packs a lot of fun into a small package.

KAWASAKI KFX50

Color: Lime Green, Battle Gray

MSRP: \$2,499

Availability: Now

KAWASAKI CARES

Read Owner's Manual and all on-product warnings. Warning: ATVs can be hazardous to operate. For your safety: Always wear a helmet, eye protection, and protective clothing. Never carry a passenger. Never rider under the influence of drugs or alcohol. Never ride on public roads or pavement. Avoid excessive speeds and stunt driving. Be extra careful on difficult terrain. Kawasaki ATVs with engine over 90cc are recommended for use only by persons 16 years of age or older. Kawasaki also recommends that ATV riders take a training course. For more information, see your dealer, call the ATV Safety Institute at 1-800-887-2887, or go to www.atvsafety.org

To download high-resolution images, log on or register for the Kawasaki media site at <http://kawasakimedia.com>

ABOUT KAWASAKI

Kawasaki 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 Motors, Ltd. is committed to maintaining and furthering these strengths which will surely give birth to new legends.

Kawasaki Motors Corp., U.S.A. 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. Kawasaki and its affiliates employ nearly 3,100 people in the United States, with approximately 260 of them located at Kawasaki's Foothill Ranch, 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.