

June 6, 2023

## NEW MODEL PRESS RELEASE

### 2024 KAWASAKI NINJA® 650 RIDE BOLD

For those looking for a middleweight sport bike, look no further than the Kawasaki Ninja® 650 as it returns to the 2024 Kawasaki sport motorcycle lineup following the addition of Kawasaki TRaction Control (KTRC) in 2023.

#### NINJA® 650

Kawasaki is no stranger to the pursuit of performance, excitement, and all-out fun, and the 2024 Ninja® 650 motorcycle delivers on all counts. It's a well-balanced motorcycle blending fun and easy handling with optimal engine and chassis performance, and the legendary sleek Kawasaki Ninja® styling.



The Ninja 650 features the beloved 649cc parallel-twin engine that is perfect for a daily commute or an afternoon out on tight, winding back roads. Its lightweight chassis delivers smooth and agile handling that is both sporty and versatile. The sharp styling found on the Ninja 650 gives it a sporty appearance that is sure to catch the attention of new and seasoned riders alike. Its 4.3" all-digital TFT color instrumentation provides a premium feel and offers full color for great visibility. Twin LED headlights feature low and high beams as well as a position lamp. Utilizing its Smartphone Connectivity through RIDEOLOGY THE APP\*, a number of functions can be accessed, logged, and reviewed contributing to an enhanced motorcycling experience.

Last year, the Ninja 650 received Kawasaki TRaction Control (KTRC), Kawasaki's advanced traction control system that provides both enhanced sport riding performance and peace of mind under certain conditions to negotiate low-traction surfaces with confidence. The system allows riders to select between three modes to suit their riding situation and preference. Mode 1 is the least intrusive, helping to manage traction during cornering and designed with sport riding in mind. This mode facilitates acceleration out of corners by maximizing forward drive from the rear wheel. In Mode 2, intervention occurs earlier, meaning when excessive wheel spin is detected the engine output is reduced to allow grip to be regained. This helps riders navigate wet pavement or bad stretches of road. Additionally, riders may elect to turn the system off.

For 2024, the Ninja 650 is available in Metallic Matte Graphenesteel Gray / Ebony with an MSRP of \$8,299. Special color and graphics editions are available in Metallic Matte Dark Gray/Metallic Spark Black/Metallic Flat Spark Black or Metallic Matte Covert Green/Metallic Spark Black/Pearl Sand Khaki, with an MSRP of \$8,499. Models equipped with ABS are also available in Metallic Matte Dark Gray/Metallic Spark Black/Metallic Flat Spark Black or Metallic Matte Covert Green/Metallic Spark Black/Pearl Sand Khaki as well as the Ninja 650 KRT Edition ABS modeled after the Kawasaki Racing Team livery in Lime Green / Ebony, with an MSRP of \$8,899.

*\*RIDEOLGY THE APP is not intended for use during vehicle operation. Only use RIDEOLGY THE APP when the vehicle is not being operated and it is safe to do so.*

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. (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 260 of them located at KMC'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](http://www.kawasaki.com).