

October 25, 2023

NEW MODEL PRESS RELEASE

2024 KAWASAKI NINJA® 40th ANNIVERSARY EDITION MOTORCYCLES LEGENDARY SINCE 1984

In the 40 years since its inception, the Ninja® moniker has become one of the most recognizable motorcycle names in the industry. Since first arriving on the scene in 1984, and officially rebranding the famous GPz900R, the Kawasaki Ninja brand of motorcycles continue to illustrate the pursuit of high performance in every displacement class. To celebrate this historic run in the powersports industry, Kawasaki is pleased to announce the 2024 Ninja 40th Anniversary Edition motorcycles.



In the late 1980's, there is one Kawasaki machine that stood out in the United States: The Ninja ZX-7. Embracing Kawasaki's relentless pursuit of innovation on the racetrack, the Ninja ZX-7 became the brand's flagship in the FIM Endurance World Championship, finding its way to the top step of the podium in 1991, 1992 and 1993. Stateside, Kawasaki continued its championship run in AMA Superbike, adding four additional titles in 1990, 1992, 1996 and 1997 to make nine overall championships in the series. In 1993, Kawasaki rider Scott Russell captured the WorldSBK Championship aboard his Ninja ZX-7R, further proving the Ninja's strength. Inspired by one of the iconic motorcycles that changed the racetrack scene, a special Ninja ZX-7-inspired colorway will be available on the Ninja® ZX™-4RR ABS, Ninja® ZX™-6R ABS, Ninja® ZX™-10R ABS and Ninja® ZX™-14R ABS.

A specially reproduced three-color livery will be found on each 40th Anniversary Edition model, with a large "Kawasaki" logo on the fairings. All logos featured on the motorcycle are reproduced from original drawings, and the various other elements were specially designed to bring back memories of the Ninja ZX-7 series' historic list of wins. A special 40th Anniversary emblem designed to resemble a championship sticker can be found on the top of the fuel tank, and the displacement numbers featured on the tail cowl are based on the fonts used in the 80's and 90's. Specially painted lime green wheels on all models, silver-painted frame and swingarm on the Ninja ZX-10R, Ninja ZX-6R and Ninja ZX-4RR, and gold-painted front fork outer tubes on the Ninja ZX-10R and Ninja ZX-6R complete the iconic throwback look.



NINJA® ZX™-4RR ABS

Kawasaki redefined the 400cc supersport category with the arrival of the Ninja® ZX™-4R and Ninja® ZX™-4RR motorcycles. This circuit-focused motorcycle combines real-world road enjoyment and track riding potential and provides the rider the satisfaction of being able to ride with confidence. The Ninja ZX-4R boasts a powerful 399cc in-line four-cylinder engine that produces music to the ears with its high-performance audible signal – helping it stand out from the competition. Its lightweight trellis frame is compact and nimble for exciting cornering performance, while 290mm dual front disc brakes and a high-performance 37mm Showa SFF-BP front fork as well as horizontal back-link rear suspension have been fitted to ensure that the Ninja ZX-4R breeds performance from the ground up. Other premium features include a 4.3” TFT color instrumentation with smartphone connectivity, integrated riding modes that link Kawasaki TRaction Control (KTRC) and Power Modes, and aggressive Ninja® ZX™ family styling that make it clear this is a high-performance supersport model. The Ninja ZX-4RR takes performance even further with the addition of dual-direction Kawasaki Quick Shifter (KQS), a higher-grade Showa front fork with adjustable spring preload, and a Showa BFRC Lite rear shock.

NINJA® ZX™-6R ABS

Kawasaki welcomed the return of the class-leading Ninja® ZX™-6R ABS supersport motorcycle in 2024, which features a potent 636cc engine, advanced electronics, and a lightweight chassis. The 636cc engine has been optimized for the street and the track, offering an exhilarating experience in a wide range of riding situations, allowing you to rule the track and run the streets. The Ninja ZX-6R ABS features a 636cc in-line four-cylinder DOHC engine, Kawasaki Quick Shifter (KQS), sophisticated instrumentation, styling with twin LED headlights and taillight, Kawasaki Intelligent anti-lock Brake System (KIBS), selectable power modes combined with Kawasaki TRaction Control (KTRC), class-leading SHOWA suspension, SHOWA SFF-BP fork, Assist & Slipper Clutch, comfortable ergonomics with adjustable clutch lever, multi-function LCD screen, and a pressed-aluminum perimeter frame.

KAWASAKI NINJA® ZX™-10R ABS

The Kawasaki Ninja® ZX™-10R supersport continues to set the bar high in the pinnacle of road racing around the globe with unmatched success on the racetrack, including carrying Kawasaki to seven FIM Superbike World Championships (WorldSBK) since 2013. The Ninja ZX-10R has a 998cc in-line four-cylinder, 16-valve engine that balances power with manageability and its paired with the latest and most advanced electronics such as Kawasaki Cornering Management Function (KCMF), Bosch IMU, Sport-Kawasaki TRaction Control (S-KTRC), Kawasaki Launch Control Mode (KLCM), Kawasaki Intelligent anti-lock Brake System (KIBS), Kawasaki Engine Brake Control, Kawasaki Quick Shifter (KQS), Öhlins Electronic Steering Damper and Power Modes.

An aluminum twin-spar frame, Showa Balance Free Front Fork (BFF), and horizontal back-link rear suspension with a Showa Balance Free Rear Cushion (BFRC) shock have been developed with technology straight from Kawasaki’s WorldSBK factory racers and contribute to the Ninja ZX-10R’s cornering performance and light handling. The high-grade TFT (thin film transistor) color instrumentation with smartphone connectivity via RIDEOLGY THE APP* and electronic cruise control further add to the high-grade appearance and convenience.

NINJA® ZX™-14R ABS

The 2024 Ninja® ZX™-14R supersport will return to dealership floors just for this special 40th anniversary celebration. Featuring a powerful 1,441cc DOHC inline-four engine that can deliver plenty of power and a unique monocoque aluminum frame for balance, performance, and responsive handling. Premium onboard electronics and uncompromising refinement allow the rider to take on the track and the backroads with sophisticated ease. It is equipped with two power modes and a three-mode Kawasaki TRaction Control (KTRC) system that can easily be turned on or off with switches. The Ninja ZX-14R also features a back-torque limiting slipper clutch, stainless steel braided clutch and brake lines, Brembo® 4-piston monobloc calipers paired with large floating front discs and a high-grade dash meter.

**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.*



2024 Kawasaki Ninja® ZX™-4RR 40th Anniversary Edition ABS

Color: Lime Green/Pearl Crystal White/Blue

MSRP: \$10,299

Availability: Winter 2023

2024 Kawasaki Ninja® ZX™-6R 40th Anniversary Edition ABS

Color: Lime Green/Pearl Crystal White/Blue

MSRP: \$12,649

Availability: Winter 2023

2024 Kawasaki Ninja® ZX™-10R 40th Anniversary Edition ABS

Color: Lime Green/Pearl Crystal White/Blue

MSRP: \$19,149

Availability: Winter 2023

2024 Kawasaki Ninja® ZX™-14R 40th Anniversary Edition ABS

Color: Lime Green/Pearl Crystal White/Blue

MSRP: \$17,249

Availability: Winter 2023

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.