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NEW MODEL PRESS RELEASE

2024 KAWASAKI NINJA® 7 HYBRID ABS MOTORCYCLE CHANGE THE GAME

Kawasaki unveils the groundbreaking all-new Ninja® 7 Hybrid ABS motorcycle, introducing the world's first *strong hybrid* sportbike motorcycle alongside its lineup of electric models. The Ninja 7 Hybrid ABS is a versatile marvel designed to function as a fuel-efficient city commuter, a thrilling weekend ride, and a silent, zero-emission model for restricted areas.

The motorcycle's unique power unit integrates a 451cc parallel-twin Internal Combustion Engine (ICE) with a compact traction motor, offering instant acceleration, impressive fuel economy, and three distinct drive modes — SPORT-HYBRID, ECO-HYBRID, and low-speed short-distance EV. This innovation caters to a range of riding preferences and scenarios, delivering a dynamic and efficient performance.



Built for in-town convenience, the Ninja 7 Hybrid ABS motorcycle features idling stop, Automatic Launch Position Finder (ALPF), and a clutch lever-less operation for enhanced maneuverability. Its lightweight trellis frame ensures nimble handling, maintaining a sporty character on backroads. The rider interface, characterized by a relaxed yet sporty riding position, a high-grade cockpit with smartphone connectivity, and full-color TFT instrumentation, reflects meticulous attention to detail.

Blending the sportiness of the Ninja® series with the sophistication of a hybrid machine, the Ninja 7 Hybrid boasts a striking design in silver and lime green with a semi-matte finish. It seamlessly combines the best elements of internal combustion and electric models, ushering in a new era of riding experiences. The Ninja 7 Hybrid ABS motorcycle invites riders to explore its exciting character and groundbreaking features, setting a new standard for hybrid motorcycles and embracing the future of two-wheeled innovation.

2024 NINJA® 7 HYBRID ABS HIGHLIGHTS

- Strong hybrid power unit
- Three drive modes: three riding experiences
- E-boost: increased performance and liter-bike-level acceleration
- WALK Mode with reverse

- 6-Speed automated manual transmission
- Automatic Launch Position Finder (ALPF)
- Idling stop function
- Zero emissions, quiet running
- Sporty Kawasaki handling and styling
- All LED lighting
- Futuristic hybrid design
- Full-color TFT color instrumentation with smartphone connectivity

POWER UNIT

The Ninja 7 Hybrid ABS motorcycle features a strong hybrid power unit that integrates a compact traction motor with a 451cc liquid-cooled parallel-twin internal combustion engine (ICE). Tuned for a balanced, rider-friendly character, the engine harnesses the low-end torque provided by the motor, delivering performance across a wide rpm range.

The hybrid power unit's superior fuel economy is achieved through a combination of electric and ICE, which is complemented by its downdraft intake, enhancing cylinder-filling efficiency, especially at high rpm. Electronic Throttle Valves (ETV) with 36mm throttle bores enable precise control of fuel and air delivery, contributing to a smooth and natural engine response. Fine-atomizing injectors with a droplet size of 60 microns enhance combustion efficiency, while strategically positioned injectors contribute to linear throttle response.

The engine design prioritizes high-rpm performance, with features such as long-reach iridium spark plugs, optimized valve diameters, and oil jets cooling the underside of lightweight pistons. The cylinder, slanted 25° forward, contributes to an optimized center of gravity. Kawasaki's first use of an Integrated Starter Generator (ISG) conserves space, combining starter and generator functions.

The electric component of the hybrid power unit includes a liquid-cooled traction motor powered by a 48V lithium-ion battery pack beneath the seat, enabling zero-emission riding for short distances at low speeds. The motor, rated at 7.0 kW (9.0 kW max), offers quick response and strong low-end power. The battery is charged while riding, eliminating the need for external charging.

Heat management is carefully addressed with two radiators, a liquid-cooled oil cooler, and a system directing hot air away from the rider. Ducts in the lower cowl optimize cooling for the hybrid power unit's components. The regenerative system recycles deceleration energy back to the battery, contributing to an extended cruising range. The Ninja 7 Hybrid ABS represents a leap forward in motorcycle engineering, integrating cutting-edge technology for a dynamic and efficient riding experience.

TRANSMISSION AND CLUTCH

The Ninja 7 Hybrid ABS features a unique electronically controlled 6-speed transmission, guided by Kawasaki's proprietary logic to ensure seamless gear shifts and hydraulic clutch operation. Riders can choose between full automatic (EV Mode), manual button-shift (SPORT-HYBRID), or personalize their experience in ECO-HYBRID mode. The absence of a clutch lever or shift pedal simplifies low-speed maneuvers, facilitating U-turns and stop-and-go traffic. The ECU manages engine and motor speed during shifts, providing riders with a smooth and natural shifting feel.

The 6-speed transmission employs a gear pattern of N-1-2-3-4-5-6, and in manual mode, gear shifts are initiated using shift buttons on the left handlebar, offering precise control over the shifting process. In automatic mode, the bike handles the gear shifts, prioritizing fuel economy. Even in ECO-HYBRID mode, riders have the option to manually shift gears using the buttons, transitioning the transmission to manual mode. The hydraulic clutch, actuated by a dedicated oil pump, is controlled by the ECU, engaging or disengaging as needed for seamless transitions between gears and modes. Neutral gear is deliberately selected by the rider when the bike is stationary, as the clutch is disengaged during normal operation.

DRIVE MODES

The Ninja 7 Hybrid ABS offers riders a trio of distinctive drive modes — SPORT-HYBRID, ECO-HYBRID, and EV Mode — each tailored to diverse riding scenarios, providing an array of engaging elements to discover.

SPORT-HYBRID Mode unleashes the full potential of the hybrid power unit's dual-drive system, delivering a sporty response ideal for dynamic sport riding. With features like full engine power, continuous engine operation, e-boost availability, and the option for manual transmission operation, SPORT-HYBRID Mode promises an exhilarating and responsive riding experience.

In ECO-HYBRID Mode, the traction motor takes the lead during startup, seamlessly transitioning from EV to HEV power as the engine engages around 2,000 rpm. Designed for optimal fuel efficiency, this mode incorporates an idling-stop function, excludes e-boost, and provides riders with the flexibility to choose between manual and automatic transmission modes, enhancing adaptability to various riding conditions.

EV Mode caters to low-speed, short-distance scenarios, offering a clean, quiet, and low-vibration zero-emission operation. Ideal for situations requiring discreet riding, such as residential areas or parking garages, EV Mode operates solely on the traction motor, limits automatic transmission to gears 1st-4th, and supports low-speed, short-distance travel.

Riders can seamlessly transition between these modes while riding using the HEV/EV, SPORT, and ECO buttons on the left handle. Notably, when switching from HEV to EV mode, specific conditions must be met, including being in 4th gear or lower and maintaining a speed of less than 15 mph. This flexibility empowers riders to tailor their experience based on the demands of the journey and surroundings.

E-BOOST

The Ninja 7 Hybrid ABS motorcycle introduces the e-boost function, a dynamic feature available exclusively in SPORT-HYBRID mode. When activated, e-boost temporarily elevates the overall output to match that of a 650cc-class machine, resulting in a significant boost in power and torque for stronger acceleration. This enhancement is available for a brief 5-second period, providing riders with an exhilarating burst of performance to meet specific riding demands.

To engage the e-boost function, riders can press the dedicated e-boost button on the right handle, triggering a 5-second countdown timer displayed on the instrument panel. The activation is signaled by a change in gauge color from gray to purple. Once the countdown concludes, the e-boost function disengages, but it can be reactivated when the bike is ready again. Remarkably, e-boost can be

initiated on the fly while riding or even when the motorcycle is stationary, enhancing acceleration capabilities from a standing start.

AUTOMATIC LAUNCH POSITION FINDER (ALPF)

The Ninja 7 Hybrid ABS is equipped with an Automatic Launch Position Finder (ALPF) feature that enhances the convenience of moving off from a standstill. When the motorcycle comes to a stop, the ALPF automatically returns the transmission to 1st gear, streamlining the process of accelerating again. This function operates seamlessly in manual transmission (MT) mode, while in automatic transmission (AT) mode, the Electronic Control Unit (ECU) takes charge of selecting the suitable gear for the rider. The ALPF system provides riders with a smoother and more user-friendly experience during stops and starts. For those who prefer manual control, the system can be deactivated, and the ALPF indicator will disappear from the instrument screen when turned off, allowing riders to customize their riding experience based on their preferences and situational needs.

WALK MODE WITH REVERSE

The Ninja 7 Hybrid ABS is equipped with a practical WALK MODE featuring a reverse function, designed to facilitate parking lot maneuvers when needed. Once the bike is stationary, and the throttle is turned off, activating WALK MODE involves pressing and holding the dedicated button, visually indicated by the screen background turning orange. In this mode, opening the throttle propels the bike forward at a walking speed of approximately 2 mph. Notably, closing the throttle beyond the "zero" point initiates reverse movement, allowing the motorcycle to maneuver backward. This intuitive feature enhances low-speed control, making parking lot navigation and tight-space maneuvering more convenient for riders of the Ninja 7 Hybrid ABS.

CHASSIS

The chassis design of the Ninja 7 Hybrid ABS adheres to conventional sport motorcycle principles, strategically placing all hybrid power unit components — ICE, traction motor, battery pack, and ISG — within a lightweight trellis frame. This meticulous arrangement follows orthodox thinking in motorcycle chassis design to achieve the hallmark light and nimble handling associated with Kawasaki sport motorcycles. Notably, the compact size of the hybrid power unit, comparable to that of the Ninja® 500 motorcycle, allows for an efficient distribution of components. The battery pack finds its place beneath the front seat, while the ISG is positioned on the left side of the ICE, the ISG inverter/converter aligns with the cylinder bank, and the ECU is located in the tail section.

Careful consideration of the pipe layout in the trellis frame enhances external shock absorption, contributing to an overall improvement in riding comfort. The design of the swingarm pivot area adopts a monocoque-style construction, featuring a hollow, reinforced box to boost rigidity in that specific region, thereby further enhancing the light and sporty handling characteristics of the Ninja 7 Hybrid ABS. The optimization of chassis geometry and frame rigidity balance ensures a harmonious and responsive riding experience, affirming the motorcycle's commitment to delivering the agile and sporty handling for which Kawasaki is renowned.

SUSPENSION

The suspension system on the Ninja 7 Hybrid ABS is designed to complement the lightweight trellis frame and hybrid power unit, contributing to the motorcycle's overall sporty and agile handling. A 41mm telescopic fork at the front ensures excellent suspension action, with settings that enable the full range of the stroke to be utilized. This design choice optimizes the bike's responsiveness and agility,

enhancing its performance on various road surfaces. The thoughtful engineering of the front suspension aligns seamlessly with the lightweight frame and hybrid power unit, providing riders with a dynamic and engaging riding experience.

At the rear, the Ninja 7 Hybrid ABS features a New Uni-Trak® suspension with linkage positioned below the swingarm. This innovative arrangement not only contributes to the overall sporty handling but also plays a key role in accommodating the placement of the battery pack beneath the front seat. The rear suspension offers adjustable ride height, allowing riders to adjust for their preferences or for carrying a passenger or luggage. This level of adaptability in the suspension system enhances the motorcycle's versatility, ensuring optimal performance in a variety of riding conditions and scenarios.

BRAKES AND WHEELS

The Ninja 7 Hybrid ABS motorcycle is equipped with a robust braking system, featuring dual 300mm front disc brakes and a 220mm rear disc, delivering ample braking power while enhancing the bike's sporty aesthetic. The dual-piston front calipers, master cylinder, and brake pads work in tandem to provide a superb brake touch and precise control, ensuring riders can confidently modulate their braking force for a responsive and controlled riding experience. This combination of high-performance braking components contributes to the motorcycle's overall sporty image, while meeting the demands of dynamic riding situations with confidence.

Adding an extra layer of reassurance, the Ninja 7 Hybrid ABS is equipped with front and rear Anti-lock Brake System (ABS), enhancing braking performance and providing riders with confidence in various road conditions. The ABS system complements the effective disc brakes, ensuring stable and controlled braking, even in challenging situations. In addition to its advanced braking capabilities, the Ninja 7 Hybrid ABS features stylish star-pattern 5-spoke wheels that not only contribute to the bike's light weight but also enhance handling with their high rigidity. The design of these wheels adds to the motorcycle's overall aesthetic appeal, combining both form and function for a well-rounded riding experience.

ERGONOMICS

The Ninja 7 Hybrid ABS prioritizes rider-friendly ergonomics, ensuring a relaxed and sporty riding experience for a diverse range of riders. The design emphasizes an intuitive and confidence-inspiring rider interface, with attention given to the layout of switchgear and other controls. The relaxed, sporty riding position is finely tuned to optimize low- and medium-speed maneuvers, contributing to rider confidence and comfort. The trellis frame design and compact power unit result in a slim chassis package that accommodates various rider sizes, offering a comfortable and connected feel. The fuel tank, slim between the rider's legs, promotes excellent contact with the bike, while the seat design allows flexibility in seating position, catering to a wide range of riders. With a 31.3-inch seat height, the Ninja 7 Hybrid ABS ensures riders can comfortably reach the ground with their feet, enhancing overall comfort and ease of handling.

The passenger's comfort is also considered, with an ample cushioned seat providing a pleasant experience for those sharing the ride. The switchgear is thoughtfully laid out, offering an intuitive design that facilitates easy operation while enjoying the sporty characteristics and various functions. Drive mode selection, MT/AT selection, and shift buttons are conveniently located on the left handle, while the e-boost function is positioned on the right, enhancing overall accessibility and user-friendly operation.

These considerations in design and ergonomics collectively contribute to an enjoyable and adaptable riding experience on the Ninja 7 Hybrid ABS.

STYLING

The Ninja 7 Hybrid ABS boasts a captivating sporty styling that seamlessly blends the dynamic essence of the Ninja series with the refined and high-class image of a hybrid machine. Its flowing design not only highlights its sport-riding potential but also leaves a powerful and lasting impression. The large windshield, integrated into the full-fairing bodywork, contributes to superior wind protection, enhancing both the motorcycle's aerodynamics and the rider's comfort.

The broad upper cowl of the Ninja 7 Hybrid ABS employs simple, curved lines to create a clean and dynamic image. As a testament to its groundbreaking technology, the upper cowl proudly showcases the Kawasaki River Mark, symbolizing the power and ground-breaking innovation of the Ninja 7 Hybrid ABS. The compact hybrid projector/reflector headlights, inspired by the design of the new Ninja® ZX™-6R sportbike, serve as a focal point, with their mono-focus LED technology for low-beams and reflector-type lamps for high-beams and position lamps, creating a fierce expression and high-quality finish. The side cowls, designed with broad surfaces, maintain a clean image while housing various chassis and engine components, ensuring a slim profile around the knees for an optimal rider-machine fit. The lower cowl ducts not only contribute to dynamic styling but also deliver cool air to the ISG and battery pack, showcasing both form and function in the motorcycle's design.

The design extends to the rear with elegant lines of the tail cowl that envelop the bike and add a modern touch. The LED taillight, inspired by the Ninja® ZX™-10R sportbike, gives the rear a sharp impression, complemented by LED turn signals and a license plate bulb to complete the all-LED lighting package. The color and graphics of Silver and Lime Green, with a semi-matte finish, contribute to a fresh and futuristic image for Kawasaki's HEV models, enhancing the overall visual appeal of the Ninja 7 Hybrid ABS. From front to rear, the motorcycle exudes a sense of innovation and sportiness, inviting riders to experience the future of hybrid motorcycles with style.

TFT COLOR INSTRUMENTATION

The Ninja 7 Hybrid ABS features a cutting-edge 4.3-inch all-digital TFT color instrumentation that not only provides the cockpit with a high-tech and high-grade appearance, but also enhances the overall riding experience with its advanced features. The high-grade full-color display utilizes TFT (thin-film transistor) technology, ensuring a remarkable level of visibility for the rider. The screen's background color is adaptive, automatically transitioning from white to black in low ambient light conditions, and riders can manually set it to black or white based on personal preference. Additionally, the screen brightness adjusts automatically to match the available ambient light, offering two rider-selectable levels of brightness for optimal visibility.

A unique feature exclusive to Kawasaki's HEV models is the e-state indicator, prominently displayed on the TFT color instrumentation. This indicator provides a visual representation of the available drive modes — SPORT-HYBRID, ECO-HYBRID, and EV — allowing riders to easily discern and select the desired mode. The combination of advanced technology and rider-centric features in the TFT color instrumentation contributes to a sophisticated and user-friendly interface, enriching the overall riding experience on the Ninja 7 Hybrid ABS.

SMARTPHONE CONNECTIVITY

The Ninja 7 Hybrid ABS embraces seamless connectivity with its integrated Bluetooth® technology built into the instrument panel, allowing riders to wirelessly connect their smartphones to the motorcycle. Leveraging the dedicated smartphone application, RIDELOGY THE APP MOTORCYCLE*, riders gain access to a range of instrument functions that significantly enhance the overall motorcycling experience. This innovative feature not only exemplifies the commitment to modern technology but also empowers riders with greater control and customization, fostering a more integrated and enjoyable riding experience through the convenience of smartphone connectivity.

Functions include:

- **Vehicle info:** information such as battery state of charge, odometer, maintenance schedule and more can be viewed via the smartphone
- **Riding log:** GPS route information as well as vehicle running information can be logged and viewed via the smartphone
- **Telephone notices:** when a call or mail is received by the smartphone, this is indicated on the instrument display
- **Communication sharing:** rider profile, location and riding logs can be shared with other RIDELOGY THE APP users, allowing riders to interact with other like-minded riders
- **Maintenance log:** maintenance history like oil changes, consumable parts replacement, and periodic inspections can be managed

KAWASAKI GENUINE ACCESSORIES

Riders can elevate their experience with both style and protection offered by Kawasaki Genuine Accessories (KGA) tailored for the Ninja 7 Hybrid ABS. The list of accessories offered include a tank pad, knee pad, scratch resistant film, USB Type-C, frame sliders, and front axle slider.

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

Disclaimers

**Strong hybrid systems combine an internal combustion engine (ICE) with an electric motor for powerful riding, and because of their large battery capacity they are able to run on electricity alone.*

**Mass production models (excluding scooters) from a major powersports manufacturer as of October 6, 2023, per Kawasaki Motors, Ltd. research.*

Kawasaki Ninja® 7 Hybrid ABS

Color: Metallic Bright Silver/Metallic Matte

Lime Green/Ebony

MSRP: \$12,499

Availability: Now

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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.