

January 23, 2024

## NEW MODEL PRESS RELEASE

### 2024 KAWASAKI NINJA® 500 MOTORCYCLE MAKE YOUR STATEMENT

Embark on a thrilling journey with the latest addition to the Ninja® family, the all-new Ninja® 500 – an exceptional combination of exhilarating performance, nimble handling, and a lightweight design that redefines the riding experience for all enthusiasts.

Building on the widespread acclaim of the Ninja® 250, Ninja® 300, and Ninja® 400 models, the eagerly anticipated Ninja® 500 and Ninja® 500 SE enters the dynamic lightweight sport segment ready to turn heads. Boasting an updated engine, a chassis that strikes the perfect balance between agility and stability, and an array of rider-centric features such as a relaxed riding position, LED headlights, and seamless smartphone connectivity, the Ninja 500 is truly built for a range of riders.



With its sharp, aggressive styling synonymous with the Ninja® brand, the Ninja 500 motorcycle not only delivers on the promise of excitement but also offers practicality for everyday riders. This new model caters to a diverse range of motorcycle enthusiasts, delivering the thrill of performance that Ninja® bikes are known for to any rider that desires it. The Ninja 500 SE motorcycle boasts all the same great features found on the Ninja 500 model as well as the addition of a high-grade full color display with TFT (thin-film transistor) technology, KIPASS (Kawasaki's Intelligent Proximity Activation Start System), USB-C type outlet, large windshield, and more.

Kawasaki introduces a new era of lightweight prowess with a motorcycle that is destined to be a source of pride on every ride. The Ninja 500 is more than just a bike; it's a statement – a symbol of the passion and innovation that define the Kawasaki riding experience. Get ready to hit the road and embrace the joy of riding the all-new lightweight Ninja 500.

#### 2024 NINJA® 500 HIGHLIGHTS

- **NEW** powerful & rider-friendly 451cc parallel-twin engine
- **NEW** aggressive Ninja® styling w/ new LED headlight & taillight
- **NEW** high-contrast full LCD instrumentation with smartphone connectivity
- **NEW** seat shape for a more relaxed, sporty riding position
- Confidence-inspiring reach to the ground

- Assist & Slipper clutch
- Lightweight trellis frame
- Large diameter 310mm front disc brake w/ available Anti-lock Brake System (ABS)
- Kawasaki's Intelligent Proximity Activation Start System (KIPASS) (SE model)
- High-grade full-color TFT display (SE model)
- Large windshield for enhanced wind protection (SE model)
- USB-C outlet (SE model)

## ENGINE

The engine of the Ninja 500 undergoes a substantial performance upgrade, building upon the foundation of the Ninja 400 model and harnessing an additional 52cc for a heightened acceleration experience. With a new displacement of 451cc and a bore and stroke measuring 70.0mm x 58.6mm, this compact powerplant not only delivers ample power within a lightweight framework but also plays a pivotal role in the overall narrowness of the bike. This design ensures easy handling and a comfortable reach to the ground for the rider's feet.

To achieve this enhanced performance, the engine incorporates a downdraft intake system that significantly boosts cylinder-filling efficiency and power, particularly at high rpm. A sizable 5.8-liter airbox, featuring a tall design, maximizes intake efficiency while minimizing unwanted noise. Different heights in the left and right intake funnels contribute to smoothing out torque response, resulting in improved power across the rpm range. Fuel injectors are strategically positioned close to the intake ports, ensuring efficient combustion and a linear throttle response.

Further refinements include Denso stick-type ignition coils, long-reach spark plugs, and an optimized compression ratio, all working in harmony to contribute to increased performance, efficient cooling, and reduced electrical interference. The engine's innovative design extends to a newly designed balancer shaft, lightweight flywheel, and an Assist & Slipper clutch, collectively offering a light lever feel and instilling confidence for all riders.

Building on the engine of the Ninja 400, the Ninja 500 motorcycle incorporates a 6.8mm longer stroke for increased power and a quicker feeling of acceleration. A new crankshaft, connecting rods, and pistons are introduced to suit the larger displacement, while the optimized compression ratio enhances overall engine efficiency. Notably, the top ring land of the aluminum pistons now features a hard alumite treatment, contributing to higher combustion pressure and further elevating the engine's performance.

The combination of these advanced technologies and thoughtful design elements makes the engine of the Ninja 500 a standout feature, ensuring a powerful, responsive, and comfortable riding experience for all enthusiasts of this remarkable motorcycle.

## CHASSIS

A fundamental aspect of the design philosophy of the Ninja 500 centers around a lightweight frame, crucial for achieving a motorcycle that is not only agile but also instills a sense of confidence in the rider. The trellis frame of the Ninja 500 exemplifies this commitment to reduced weight, meticulously crafted to minimize overall mass. The frame strikes a delicate balance, ensuring a light overall weight while maintaining the rigidity and durability synonymous with Kawasaki's engineering excellence.

The chassis of the Ninja 500 adopts a supersport-style short-wheelbase/long-swingarm configuration, coupled with an optimized trail to deliver a riding experience characterized by light, natural handling. With a short wheelbase measuring 54.1 inches, the Ninja 500 responds with ease to steering inputs, providing riders with a nimble and responsive feel on the road. The optimized swingarm pivot position further enhances the motorcycle's handling dynamics, drawing inspiration from the characteristics of supersport machines.

Notably, the Ninja 500 employs the engine as a stressed member, utilizing rigid mounts and minimizing mounting brackets to achieve the ideal rigidity for enhanced stability. The swingarm mounting plate, constructed from aluminum diecast, directly bolts to the back of the engine. This unique design eliminates the need for cross members to ensure stability, contributing significantly to the frame's overall light weight.

The swingarm, crafted from square tubes, further emphasizes the commitment to weight reduction by eliminating unnecessary gusseting. This meticulous attention to detail results in a frame that not only embodies Kawasaki's performance standards but also maintains a lightweight profile without compromising on structural integrity.

The collaborative efforts in designing both the engine and frame have resulted in a remarkably low curb mass of only 377 lbs. This lightweight construction not only enhances the overall performance of the Ninja 500 but also facilitates easy handling and maneuverability, making it a standout choice for riders seeking a dynamic and accessible riding experience.

## **SUSPENSION**

The Ninja 500 features a robust 41mm telescopic front fork that defines excellence in suspension action. This rigid front fork not only provides an exceptionally planted feel to the front wheel but also facilitates effortless direction changes, even when the bike is upright – a valuable feature for maneuvering through traffic. The suspension system delivers a plushness typically associated with larger displacement bikes, ensuring a comfortable and responsive riding experience. The rigid front forks eliminate the need for a fender brace, contributing to weight savings, while the choice of a conventional telescopic fork further minimizes any potential increase in overall weight.

Complementing the front suspension, the Ninja 500 utilizes a bottom-link Uni-Trak® rear suspension with 5-way preload adjustability. This allows riders to fine-tune the stiffness and ride height according to individual body weight or when riding with a passenger. The shock's adjustability is conveniently accessible through the on-board tool kit, offering riders the flexibility to tailor the bike's performance to their preferences. The front and rear suspension settings have been meticulously optimized to accommodate the new displacement and weight of the Ninja 500, ensuring an optimal balance that enhances stability and responsiveness, particularly during braking and acceleration-induced pitching scenarios.

## **BRAKES AND WHEELS**

The Ninja 500 is equipped with a high-performance braking system that ensures precise and controlled stopping power. The front braking system features a large 310mm semi-floating disc gripped by a balanced actuation dual-piston caliper, providing effective braking force. The front brake master cylinder is newly designed for enhanced rigidity, contributing to the elimination of an ineffective (idle) stroke and

thereby improving overall controllability. At the rear, a 220mm disc is complemented by a dual-piston caliper with large 27mm pistons, ensuring responsive and reliable braking performance.

Careful consideration was given to the dimensions and material of both front and rear brake hoses, selected to deliver excellent brake feel. For added reassurance, the ABS models of the Ninja 500 are equipped with a Nissin ABS control unit specially developed for motorcycles. This unit ensures precise control while maintaining a compact and lightweight profile.

The Ninja 500's stylish star-pattern 5-spoke wheels, reminiscent of the Ninja® 650 motorcycle, play a pivotal role in achieving a lightweight profile. Their optimized lateral rigidity enhances overall handling and contributes to cornering stability. These wheels not only serve a functional purpose but also contribute to the bike's aesthetically pleasing and agile appearance. Additionally, the radial tires on the Ninja 500 provide a balance of light weight and excellent grip and contribute to both agile handling and riding comfort. The 150mm rear tire adds to the bike's imposing rear end, completing the overall design with a touch of style and performance.

## **ERGONOMICS**

The Ninja 500 prioritizes rider comfort and control through thoughtful ergonomic design. With an elevated handlebar position and slightly foot-forward footpeg placement, the bike achieves a relaxed rider triangle suitable for various riders and riding scenarios. This intuitive fit fosters immediate confidence, providing comfort and control right from the first sit, while the clip-on handlebars and grips with a slight down angle enhance both comfort and sporty aesthetics.

The large-volume bodywork of the Ninja 500 not only offers excellent wind protection but also promotes efficient airflow around the rider, contributing to overall ride comfort. The fuel tank, slim between the rider's legs, ensures good contact with the bike, while its 3.7-gallon capacity strikes a balance between low weight and a sufficient cruising range for daily riding or touring. The seat, featuring low-rebound urethane and ample padding, delivers superb comfort with a flat overall shape. With a comfortable 30.9-inch seat height and supersport-style aluminum footpegs positioned slightly forward for a relaxed riding position, the Ninja 500 offers a well-rounded ergonomic experience that caters to both comfort and control, making it an ideal choice for various riding preferences.

## **STYLING**

The Ninja 500 epitomizes the iconic aesthetic, showcasing a redesigned front end that exudes excitement and high-class sophistication. Its large-volume bodywork aligns seamlessly with the Ninja family's larger-displacement models, embodying Kawasaki's commitment to quality. The compact LED headlights, akin to those on the new Ninja® ZX™-6R sportbike, contribute to the bold image of the Ninja 500. The deep-set position of the reflectors creates a fierce expression, enhanced by black extensions between the low- and high-beams, contributing to a high-quality finish.

The bodywork of the Ninja 500 creates the visual impression of a machine from a class larger than 500cc, instilling a commanding "big bike" look and feel. A newly designed upper cowl envelops the headlights, adding to the bike's strong visual style, while two spoilers below the headlight complete the aggressive look. The mirrors, positioned high and far apart, offer an excellent rearward field of vision, and the bodywork features large painted surfaces, contributing to the bike's high-class image.

Its sporty appearance is further accentuated by a compact supersport-style fuel tank design, a sharp front fender, and aggressive rear turn signals. The built-in front turn signals seamlessly integrate into the design, and both front and rear turn signals use clear lenses for a high-quality look. The LED taillight, sporting an all-new design, provides a modern and updated aesthetic. In essence, the Ninja 500 is a visual masterpiece, combining sleek design elements with aggressive styling to create a motorcycle that stands out in the 500cc class.

### HIGH GRADE COCKPIT

The Ninja 500 boasts an all-new high-contrast LCD instrument panel with thoughtful display placement. The instrument panel includes a distinctive bar-style tachometer that extends over the speedometer, providing a clear view of essential information. Display functions are comprehensive, featuring an odometer, gear position indicator, fuel gauge, dual trip meters, remaining range, current and average fuel consumption, coolant temperature, clock, connected device notifications (Bluetooth®, mail, telephone), service indicator, and the economical riding indicator.

The economical riding indicator is a standout feature that actively appears on the LCD screen to signal favorable fuel consumption conditions. This feature serves as a valuable tool for riders to optimize fuel efficiency by paying attention to the indicated conditions. The LCD screen incorporates original Kawasaki fonts, delivering easy-to-read information to riders during their journeys. With its extensive range of features and user-friendly design, the LCD instrument panel elevates the riding experience, providing riders with comprehensive information at a glance while enhancing the overall aesthetic appeal of the motorcycle.

### SMARTPHONE CONNECTIVITY

Harnessing the power of Bluetooth® technology, the Ninja 500 offers riders seamless wireless connectivity to their motorcycle. Leveraging the dedicated smartphone application RIDELOGY THE APP\*, this innovative feature unlocks a myriad of functions, enhancing the overall motorcycle experience. Whether it's monitoring performance metrics, receiving notifications or customizing settings, Bluetooth connectivity allows riders to stay connected to their bike in a modern and intuitive way.

*Functions include:*

- **Vehicle info:** battery voltage 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 refuelling, lubrication, oil changes, consumable parts replacement, and periodic inspections can be managed

### NINJA® 500 SE

The all-new Kawasaki Ninja® 500 SE is a special edition that not only stands out with its distinctive color and graphics but also boasts exclusive features and accessories designed to elevate the riding experience even further. The Ninja 500 SE is equipped with a high-grade full color display with TFT (thin-film transistor) technology, providing optimal visibility. The screen's background color is selectable



to black or white, and the screen brightness adjusts automatically to suit available light. Display functions are similar to the standard Ninja 500, and the display also provides Bluetooth connectivity via RIDEOLOGY THE APP.

An exclusive feature also found on the Ninja 500 SE is Kawasaki's Intelligent Proximity Activation Start System (KIPASS). KIPASS is a compact key fob in a pocket and allows riders to remotely release the bike's steering lock and main switch, offering increased convenience while acting as a deterrent to theft and vandalism.

In addition, the Ninja 500 SE is equipped with a conveniently located USB-C outlet, positioned to the left of the instrument panel. This user-friendly outlet serves as a practical solution for powering additional accessories or recharging devices, enhancing the overall connectivity and convenience for riders. The USB-C outlet includes a built-in cover for added protection, ensuring its accessibility and functionality.

Among the exclusive features that define the Ninja 500 SE are a large clear windshield for enhanced wind protection, a radiator screen to help safeguard the engine, frame sliders to provide additional protection during unexpected incidents, a pillion seat cover for a streamlined appearance, a tank pad for added aesthetic appeal, knee grip pads for improved rider comfort and LED rear turn signals. With its unique combination of style and functionality, the Ninja 500 SE caters to riders seeking a distinctive and enhanced riding experience.

## **KAWASAKI GENUINE ACCESSORIES**

A versatile range of Kawasaki Genuine Accessories (KGA) are offered for the Ninja 500, including a large clear windshield, USB-C type outlet, ERGO-FIT® high seat (+30mm), tank bag, tank pad, knee pads, radiator screen, frame sliders, pillion seat cover, helmet lock, and U-lock. These accessories cater to riders seeking enhanced comfort, connectivity, storage, and customization options for their Ninja 500, providing a suite of options to suit individual preferences and riding needs.

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

## **2024 Model Variations**

### **Kawasaki Ninja® 500**

**Color:** Metallic Spark Black/Metallic Flat Raw Graystone

**MSRP:** \$5,299

**Availability:** Now

### **Kawasaki Ninja® 500 KRT Edition**

**Color:** Lime Green/Ebony

**MSRP:** \$5,499

**Availability:** Now

### **Kawasaki Ninja® 500 ABS**

**Color:** Metallic Spark Black/Metallic Flat Raw Graystone, White Silver/Metallic Moondust Gray, Passion Red/Metallic Flat Spark Black/Metallic Matte Dark Gray

**MSRP:** \$5,699-\$5,899

**Availability:** Now

### **Kawasaki Ninja® 500 SE ABS**

**Color:** Passion Red/Metallic Flat Spark Black/Metallic Matte Dark Gray

**MSRP:** \$6,399

**Availability:** Now

**Kawasaki Ninja® 500 KRT Edition SE ABS**

**Color:** Passion Red/Metallic Flat Spark  
Black/Metallic Matte Dark Gray

**MSRP:** \$6,399

**Availability:** Now

**Kawasaki Ninja® 500 SE 40<sup>th</sup> Anniversary  
Edition ABS**

**Color:** Lime Green/Pearl Crystal White/Blue

**MSRP:** \$6,599

**Availability:** Now

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](http://www.kawasaki.com).