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NEW MODEL PRESS RELEASE

NEW 2026 KAWASAKI BRUTE FORCE® 300 ALL-TERRAIN VEHICLE **HEAVY-DUTY LIGHTWEIGHT**

First introduced in 2005, the current Brute Force® lineup includes the Brute Force® 750, Brute Force® 450, and Brute Force® 300 models. After styling and equipment updates for the Brute Force 750 in 2024, and the introduction of the Brute Force 450 the following year, the smallest model, the Brute Force 300, now receives the latest Brute Force family design, a new fuel-injection system, and upgraded features, matching the capabilities of its older siblings.

The 2026 Brute Force 300 continues to embody its reputation as a dependable and active partner, now with a bold new front-end that visually reinforces the Brute Force series' rugged and tough character. Updates to the front include new LED headlights and a 3D Kawasaki emblem, which, paired with the same colors and graphics as the Brute Force 450 and Brute Force 750, give the youngest sibling a more modern, aggressive, and rugged appearance than ever before.

Enhancing its practical performance, the Brute Force 300 also benefits from equipment upgrades such as a new fuel-injected engine and a handlebar-mounted LED light, further supporting its utility-focused capabilities.

With these updates, the Brute Force 300 completes the unified styling and feature enhancements across the lineup. Customers seeking a versatile partner for both work and play now have three stylish and capable Brute Force utility ATVs to choose from.



2026 BRUTE FORCE® 300 HIGHLIGHTS

- **NEW** 271cc Fuel-Injected Liquid-Cooled 4-Stroke Engine
- **NEW** Tough & Rugged Styling
- **NEW** Handlebar-mounted LED Light
- Continuously Variable Transmission with Hi/Lo Ranges and Reverse with Centrifugal Clutch
- 500-Lb Towing Capacity
- New Back-Lit LCD Multifunction Instrument Panel
- Wide-Stance and Sturdy Suspension for Stable Handling
- Chassis Balance Optimized for Sporty Cornering
- Roomy Ergonomics for a Comfortable Riding Position
- Maxxis® Tires Offer Optimal Rigidity and Excellent Grip
- Front and Rear Hydraulic Disc Brakes with Mechanical Parking Brake
- Wide Footpegs and Large Protective Floorboards
- Front and Rear Cargo Racks
- Convenient Water-Resistant Front Storage
- 12V DC Socket to Power Accessories

ENGINE

The Brute Force 300 is powered by a liquid-cooled 4-stroke 271cc SOHC, 2-valve single-cylinder engine, delivering strong performance, substantial torque, and a rider-friendly feel. With a bore and stroke of 72.7mm x 65.2mm, this compact engine is tuned to optimize low- to mid-range performance, providing enhanced controllability and making it equally well suited to both work and play.

The addition of fuel injection enhances its performance further, offering linear power delivery, a more direct throttle response, and stable fuel supply regardless of air temperature or atmospheric pressure. A 32mm throttle body ensures precise response, while fuel injection also contributes to clean emissions and facilitates reliable starts, whether the engine is hot or cold. Supporting these updates, an O₂ sensor has been added to the exhaust system.

The Brute Force 300 ATV features a CVT transmission with centrifugal clutch, delivering the same operation and fun riding potential as its larger siblings, the Brute Force 750 and Brute Force 450 models. Transmission and belt converter ratios have been carefully selected to provide an ideal balance of power delivery and speed range for a small-displacement ATV, while also offering the right amount of engine braking for 2WD performance—enough to assist controlled descents without excessive rear-wheel lock.

Durability and reliability are further enhanced with an N6-grade belt, grooves in the centrifugal clutch shoes that aid cooling, and a bevel gear treated with both carbonitriding and WST shot peening for long-lasting strength. Practical utility is supported by a high-mounted CVT intake duct, positioned under the tail to help resist mud and water intrusion, ensuring consistent performance in tough conditions.

For rider convenience, the right-side shift lever incorporates a gate-style shift pattern, making gear selection intuitive and straightforward. Altogether, this CVT and clutch system provides the Brute Force 300 with smooth operation, durability, and the easy handling riders expect in both work and play situations.

CHASSIS

The Brute Force 300 is built around a solid, durable frame paired with a wide stance for excellent all-around usability. Its combination of straight-line stability, responsive cornering, and minimal bump-steer enhances control and contributes to overall ride comfort. Long A-arms and a wide rear axle create a confident stance, with a front tread of 33.5" and rear tread of 32.7", giving the Brute Force 300 remarkable cornering stability. Optimized chassis balance, carefully tuned suspension, and refined steering geometry provide both control at speed and light handling effort at slower maneuvers. To further enhance durability, front inner fenders help prevent mud and debris from entering the engine compartment.

CARRYING & TOW PERFORMANCE

Equipped with robust front and rear carriers, the Brute Force 300 is designed for real-world utility. The front rack supports up to 44 lbs, while the rear rack can carry up to 66 lbs, both equipped with convenient built-in hooks to help secure loads. For heavier tasks, the ATV boasts an impressive towing capacity of 500 lbs, ensuring dependable performance for work or recreation.

CONVENIENCE & STORAGE

Practical features make the Brute Force 300 an easy companion for both work and play. A front storage compartment, large enough to hold four 16.9 oz. bottles, is sealed with rubber to help resist water intrusion. A side pocket built into the right fender provides a convenient spot for smaller items, while a 12V DC socket on the left side of the handle cover delivers up to 30W of power for accessories. Together, these thoughtful touches make the Brute Force 300 as functional as it is tough.

SUSPENSION

Designed to perform equally well in active riding and task-focused situations, the suspension of the Brute Force 300 delivers high straight-line stability, strong cornering ability, and minimal bump steer. A double-wishbone front suspension is paired with a swingarm and single axle at the rear, with both ends offering 5-way adjustable preload. Carefully tuned suspension settings, along with optimized steering geometry, strike a balance between stability and responsive control, making the Brute Force 300 versatile in a wide variety of riding conditions.

BRAKES, WHEELS & TIRES

Stopping power comes from dual 180mm disc brakes up front, each gripped by a single-piston caliper, complemented by a matching 180mm rear disc brake with a single-piston caliper for balanced, reliable performance. A convenient parking brake mechanically activates the rear caliper without stressing the hydraulic system. Original tires, co-developed with Maxxis®, feature excellent rigidity and grip while enhancing the ATV's tough, rugged appearance. These tires are designed to perform reliably whether out on the trail or handling work duties.

ERGONOMICS

Compact yet spacious, the Brute Force 300 offers a natural riding position that suits a wide range of riders and situations. A wide handlebar provides roomy ergonomics and a comfortable stance for larger riders, while internal grip weights, weighted bar-ends, and half-waffle grips help reduce vibration and improve control. Flush-fit bodywork between the tank, seat, and side panels enhances ride comfort and adds to the ATV's high-quality appearance, while thick urethane padding in the seat ensures excellent cushioning on longer rides.

For added practicality, the Brute Force 300 is equipped with both footpegs and floorboards. The minimized height difference between them allows greater freedom of foot placement, reducing fatigue while enhancing comfort. Floorboards are designed to shed mud efficiently while still offering solid protection, and small fender flaps positioned ahead of the floorboards provide extra defense against mud and debris. Altogether, these ergonomic features make the Brute Force 300 both comfortable and confidence-inspiring for long days of riding.

HANDLEBAR-MOUNTED LED LIGHT

New for 2026, the Brute Force 300 features a handlebar-mounted LED light positioned above the standard headlights. Its higher placement illuminates a greater field of vision, while its location on the handlebar means the light turns with the steering, ensuring illumination is always pointed in the direction of travel. This added functionality makes it especially useful for work tasks after dark. The handlebar-mounted LED light is activated with the high beams.

TOUGH & RUGGED STYLING

The 2026 Brute Force 300 debuts a bold new look that visually unifies it with its larger siblings, the Brute Force 750 and Brute Force 450. New bodywork delivers a high-quality appearance, while the compact-yet-massive proportions, modern graphics, and carefully chosen colors project an active, powerful image. The new styling is instantly recognizable as part of the Brute Force family.

At the front, new angular LED headlights replace the previous round halogen units, giving the ATV a sharper, more aggressive face. The headlights feature three chambers (high beam, low beam, low beam), line-type LED position lights, and a broader, brighter beam pattern. A new grille design with colored grille cover forms three bold horizontal lines—an element inspired by modern pickup trucks—reinforcing the ATV's strong utility image. New black plastic bumper covers extend to the sides, while the increased gap between fenders and tires lightens the overall look. Topping off the updated face is a new 3D Kawasaki emblem above the grille, underscoring premium quality and highlighting the Kawasaki brand.

DIGITAL INSTRUMENTATION

Another new feature for 2026 is the multifunction back-lit LCD instrumentation. The panel provides riders with a full suite of information, including speedometer, tachometer, gear position indicator, fuel gauge, clock, odometer, hour meter, trip meter, and multiple indicator lights, combining modern styling with practical utility.

BRUTE FORCE FAMILY STYLING

The 2026 Brute Force 300 shares new color options and graphics with the Brute Force 750 and Brute Force 450, creating a strong family resemblance across the lineup. Available in Grayish Blue or Firecracker Red, the updated colorways are complemented by fresh graphics that emphasize a modern, active, and rugged appearance.

ACCESSORIES

A wide range of Kawasaki Genuine Accessories allows riders to tailor the Brute Force 300 to their individual needs. For added convenience, options include a 2-inch hitch ball, 2-inch hitch drawbar, and reducer bushing. Cargo management can be enhanced with front and rear rack extensions, a rear cargo box, and a durable dry duffle bag. For riders looking to increase vehicle protection, available accessories include a front brush guard, front A-arm guards made from HMW material, a full HMW skid plate set, and a fitted storage cover. Whether the focus is on utility, cargo capacity, or safeguarding the vehicle, Kawasaki's accessory lineup ensures the Brute Force 300 is ready for any task.

2026 Model Variations

Kawasaki Brute Force® 300

Color: Grayish Blue, Firecracker Red

MSRP: \$5,199

Availability: Winter

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

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 ride 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 engines over 90cc are recommended for use only by persons 16 years of age or older. Kawasaki also recommends that all 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.

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.