

June 2, 2026

## NEW MODEL PRESS RELEASE

# 2027 KAWASAKI BRUTE FORCE® ALL-TERRAIN VEHICLE MODEL LINEUP

## BUILT FOR WHAT DRIVES YOU

In the world of off-road adventures, the Brute Force® name has long been associated with reliability, functionality, and sporting ATV performance, and for 2027, Kawasaki is proud to reintroduce its incredibly durable ATV lineup with models across all sizes. The [Brute Force® 750](#) returns as a powerhouse for Kawasaki in the ATV class with a new line of striking new trims, while the 2027 Brute Force® 300 continues to embody its reputation as a dependable and active partner, with a modern, aggressive, and rugged appearance.



The 2027 Brute Force® lineup delivers unmatched versatility, durability, and style for riders of different levels, combining powerful performance, thoughtful features, and rugged design to ensure every adventure—whether on the trail or at work—is met with confidence and excitement.

### **KAWASAKI BRUTE FORCE® 750**

In the world of off-road adventures, the Brute Force® name has long been associated with reliability, functionality, and sporting ATV prowess. For 2027, the Kawasaki Brute Force® 750 returns as a powerhouse for Kawasaki in the ATV class along with a new line of striking new trims. Underneath its rugged exterior lies the heart of the Brute Force 750 all-terrain vehicle: a high-performance 749cc V-Twin engine and a chassis known for its durability. The 2027 Brute Force ATV embraces a tough and rugged styling that radiates power. The Brute Force 750 includes state-of-the-art TFT color instrumentation, complete LED lighting, integrated handlebar-mounted LED light, and rugged racks, both in the front and rear. Brute Force 750 models also include Electronic Power Steering (EPS) on select trims. Thanks to all the great features found on the 2027 Brute Force 750, this machine stands poised and ready to conquer a range of challenges on the off-road terrain.

## **KAWASAKI BRUTE FORCE® 300**

The 2027 Brute Force 300 continues to embody its reputation as a dependable and active partner, with a bold front-end that visually reinforces the Brute Force series' rugged and tough character paired with LED headlights and a 3D Kawasaki emblem to give a modern, aggressive and rugged appearance. The Brute Force 300 features a fuel-injected engine and a handlebar-mounted LED light, further supporting its utility-focused capabilities.



## **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 engine over 90cc are recommended for use only by persons 16 years of age or older. Kawasaki also recommends that 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](http://www.atvsafety.org).

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

## **2027 Model Variations**

### **Kawasaki BRUTE FORCE® 750**

**Color:** Firecracker Red

**MSRP:** \$10,099

**Availability:** Available Now

### **Kawasaki BRUTE FORCE® 300**

**Color:** Smoky Gray, Firecracker Red

**MSRP:** \$5,199

**Availability:** Available Now

### **Kawasaki BRUTE FORCE® 750 EPS**

**Color:** Smoky Gray

**MSRP:** \$11,499

**Availability:** Available Now

### **Kawasaki BRUTE FORCE® 750 SE EPS**

**Color:** Metallic Gold Sparkle Deep Green,  
TRUETIMBER® STRATA

**MSRP:** \$13,299

**Availability:** Available Now

## **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).