

# New Model Press Release

October 7, 2019

**DO NOT RELEASE BEFORE OCTOBER 7, 2019**

## 2020 KAWASAKI NINJA® 650 MOTORCYCLE

### Ride Bold

Kawasaki is no stranger to the pursuit of performance, excitement, and all out fun, and nothing embodies this philosophy more than the new 2020 Ninja® 650 motorcycle. It's one of the most well balanced motorcycles Kawasaki has produced, blending the fun and easy handling with optimal engine and chassis performance, and the legendary sleek Kawasaki Ninja® styling. For 2020, the new Kawasaki Ninja 650 features the tried and true 650cc parallel twin cylinder power plant and new styling, as well as a high-performance chassis and a full suite of state of the art advanced rider support features.



What makes the Ninja 650 one of the most well-balanced and exciting motorcycles for a daily commute or an afternoon out on some tight, winding, back roads is the strong parallel twin engine and sporty lightweight chassis, which delivers smooth and agile handling.

Developed to offer the ideal blend of sporty performance and everyday versatility for a wide range of riders, the Ninja 650 keeps the good times rolling. The Ninja 650 features sharp, new styling, new LED headlights, TFT color display, smartphone connectivity via RIDEOLOGY THE APP, as well as several other new updates.

#### Highlights of the 2020 NINJA 650

- **NEW** Styling with Twin LED Headlights
- **NEW** TFT Color Instrumentation
- **NEW** Smartphone Connectivity via RIDEOLOGY THE APP
- **NEW** Dunlop Sportmax Roadsport 2 Tires
- **NEW** Upper Cowl, Windshield, and Passenger Seat

#### Styling

The sharp new styling of the Ninja 650 gives the motorcycle an even sportier appearance and even stronger Ninja family appearance. Its sleek and sporty design catches the attention of new and seasoned riders alike.

The new upper cowl is wider, with more sleek contours that help create the sporty appearance. Prioritizing a sportier look, the redesigned windshield is now lower and flush-fit with the upper cowl. It's set at a more upright angle to offer the rider increased wind protection. Another new styling feature to the Ninja 650 is the addition of the twin LED headlights, each featuring low and high beam as well as a position lamp. To further enhance the image of the motorcycle fairing bolts have been replaced by hooks, which create a clean, smooth surface for a high-class appeal.

Increased passenger comfort also complements the new styling of the Ninja 650, with a thicker and wider urethane passenger seat.

## TFT Color Instrumentation

The new 4.3" all-digital TFT color instrumentation – a Kawasaki first in the 650cc class – gives the cockpit of the Ninja 650 motorcycle a high-tech, high-grade appearance. The new meter also offers additional features.

The full color display features TFT (thin-film transistor) technology, which delivers a high level of visibility. The screen's background color is selectable (black or white), and screen brightness adjusts automatically to suit available light. Display functions include: digital speedometer, digital bar-style tachometer, gear position indicator, shift lamp, fuel gauge, odometer, dual trip meters, current and average fuel consumption, remaining range, average speed, total time, coolant temperature, clock, battery voltage, Kawasaki service reminder, oil change reminder, and Economical Riding Indicator.

## Smartphone Connectivity

Another Kawasaki first for the middleweight Ninja® line of motorcycles is the addition of Smartphone Connectivity. A chip built into the instrument panel enables riders to connect to their motorcycle wirelessly. Using RIDEOLOGY THE APP, a number of instrument functions can be accessed, logged, and reviewed contributing to an enhanced motorcycling experience. The following information can be viewed:

1. **Vehicle Info**
  - Check latest status update
2. **Riding Log**
  - Can be logged in detail, and played back for review
  - Route, Distance & Time traveled can be logged for review
  - Riding conditions can be recorded in detail
3. **Telephone Notifications**
  - Provides a notification on dash when a call or mail is received by smartphone
4. **Tuning**
  - General instrument display setting changes can be made on your smartphone

The app can also be used when away from the motorcycle. When riding (with the app ON), the bike and smartphone are always connected and riding log data is being recorded by the app. After your ride, the latest riding information is stored by the app and may be viewed on the smartphone. Any changes made via the app while the engine is off, or while out of range, will be implemented as soon as the ignition is turned on and the smartphone is in range with the app ON.

## Tires

Enhancing performance on the 2020 Ninja 650 are the new Dunlop Sportmax Roadsport 2 tires, which help to improve upon the lightweight and nimble handling of the Ninja 650.

## Accessories

Kawasaki offers a full line of Kawasaki Genuine Accessories (KGA) including a larger windshield, helmet lock, TFT meter protection film, Ergo-Fit™ high seat (+30 mm), oil filler cap, tank pad, pillion seat cover, semi-soft panniers, top case, DC outlet (50 W), U-lock, radiator screen, frame sliders, tank pad, and knee pads.

## **Colors**

The 2020 Kawasaki Ninja 650 is available in:

Lime Green / Ebony (Kawasaki Racing Team KRT)

Metallic Spark Black

Pearl Blizzard White

## **MSRP**

Starting at \$7,399 (Non-ABS)

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

## **ABOUT KAWASAKI**

Kawasaki Heavy Industries, Ltd. (KHI) 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's commitment to maintaining and furthering these strengths 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 almost 1,100 independent retailers, with close to an additional 7,400 retailers specializing in general purpose engines. KMC and its affiliates employ nearly 3,100 people in the United States, with approximately 250 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](http://www.kawasaki.com).

---

**Kawasaki Motors Corp., U.S.A.**

26972 Burbank, Foothill Ranch, CA 92610

Tel: 949-770-0400 | [www.kawasaki.com](http://www.kawasaki.com)

