

DO NOT RELEASE BEFORE JUNE 7, 2017

2018 KAWASAKI BRUTE FORCE® MODEL RANGE

KAWASAKI BRUTE FORCE BUILT KAWASAKI STRONG TO WORK HARD AND PLAY HARD

Designed to get the job done while also having fun recreational capabilities, the 2018 Kawasaki Brute Force® ATV lineup meets the needs of farmers, ranchers and those with a love of the great outdoors. Equipped with either a 749cc V-twin or a 271cc single-cylinder engine, depending on the model, the Brute Force model range is designed to suit a variety of needs and budgets. The Brute Force 750 4x4i models are available with Electric Power Steering (750 4x4i EPS and EPS Camo models) as well as four-wheel drive to help ensure you can conquer the terrain. The price-friendly Brute Force 300 is a great tool to get the job done. Built around a sturdy frame, with proven Kawasaki performance, the Kawasaki Brute Force ATV family is Kawasaki STRONG.



KAWASAKI BRUTE FORCE® 750 4x4i EPS & 750 4x4i EPS CAMO

An ATV ready for anything and powered by a fuel injected 749cc V-twin engine, the Brute Force® 750 4x4i EPS and EPS Camo models both feature two- and four-wheel drive modes, which the rider can select at the touch of a button on the handlebars. They also have the benefit of Variable Front Differential Control for the limited-slip front differential, to allow the rider to choose the amount of torque delivered to the front wheels for improved traction.

Smooth power delivery is achieved using the Kawasaki Automatic Power-Drive System (KAPS) for the Continuously Variable Transmission (CVT), which eliminates shifting and automatically keeps the engine in the most efficient range for any selected vehicle speed, load, or terrain. Both models feature Electric Power Steering (EPS), increasing maneuverability and allowing riders to stay in the saddle longer by reducing fatigue.

Equipped with powerful front disc brakes and double wishbone independent suspension with 6.7 inches of wheel travel, as well as a sealed rear brake system, the Kawasaki Brute Force 750 4x4i EPS and EPS Camo ATVs are well suited for the trail.

These Brute Force ATVs are capable of accomplishing a wide variety of tasks with features like durable cargo racks with integrated tie-down loops. Attractive six-spoke cast aluminum wheels add to the Brute Force ATV's rugged looks.

New for 2018 for the Brute Force 750 4x4i EPS is the inclusion of Vibrant Blue and Metallic Stardust White color options in addition to Super Black. The Brute Force 750 4x4i EPS Camo continues to be offered in Realtree Xtra® Green camouflage for outdoorsmen who enjoy their time out in the woods.

Color:

Brute Force® 750 4x4i EPS: Vibrant Blue, Super Black, Metallic Stardust White,

Brute Force 750® 4x4i EPS Camo: Realtree Xtra® Green

MSRP:

Brute Force 750® 4x4i EPS: \$9,999

Brute Force 750® 4x4i EPS Camo: \$10,599

Availability: Now

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

KAWASAKI BRUTE FORCE® 750 4x4i

The Brute Force® 750 4x4i ATV uses the same sturdy frame and rugged bodywork as the 750 4x4i EPS models, and while it does not have Electric Power Steering, it features the same powerful V-twin engine, flexible four-wheel drive system and limited-slip front differential. The Brute Force 750 4x4i is built to help the rider accomplish the job with a front cargo rack able to carry 88 pounds, and a capacity of up to 176 pounds on the rear rack. Furthermore, all Brute Force 750 4x4i models are capable of towing up to 1250 pounds with an integrated 2-inch receiver hitch.

The Brute Force ATV family can be equipped with many Kawasaki Genuine Accessories that include snowplows (not available for the Brute Force 300), underbody protection, storage boxes, a winch and much more.

Color:

Brute Force® 750 4x4i: Timberline Green

MSRP:

Brute Force 750® 4x4i: \$8,999

Availability: Now

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KAWASAKI BRUTE FORCE® 300

The most popular member of the Brute Force® ATV family is the Kawasaki Brute Force 300, which is powered by a capable 271cc single-cylinder, four-stroke engine that is tuned for precise maneuvering by delivering torque at low rpm. It is paired with a Continuously Variable Transmission (CVT) that provides responsive performance, smooth power transfer and useful engine braking.

Equipped with sturdy front and rear racks, the versatile Brute Force 300 ATV is a perfect fit on the ranch or farm as it can carry tools, equipment or feed. As with the Brute Force 750 4x4i models, the vehicle can also be equipped with a full range of Genuine Kawasaki Accessories. New for 2018, the Kawasaki Brute Force 300 is available in Bright White in addition to Super Black.

Color: Super Black, Bright White

MSRP: \$4,299

Availability: Now

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 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 approximately 1,100 independent retailers, with close to an additional 7,700 retailers specializing in general purpose engines. KMC and its affiliates employ nearly 3,100 people in the United States, with approximately 260 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.

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BRUTE FORCE