

New Model Press Release

June 18, 2019

DO NOT RELEASE BEFORE JUNE 18, 2019

2020 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 2020 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.



Model Variations

Kawasaki Brute Force® 750 4x4i

Color: Firecracker Red

MSRP: \$8,999

Availability: Now

Kawasaki Brute Force® 750 4x4i EPS

Color: Vibrant Blue, Super Black

MSRP: \$9,999

Availability: Now

Kawasaki Brute Force® 300

Color: Firecracker Red, Super Black

MSRP: \$4,299

Availability: Now

Kawasaki Brute Force® 750 4x4i EPS Camo

Color: Realtree Xtra® Green

MSRP: \$10,599

Availability: Now

Kawasaki Brute Force® 750 4x4i EPS

Color: Candy Steel Furnace Orange

MSRP: \$10,599

Availability: Now

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 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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BRUTEFORCE®