



JOIN THE KAWASAKI FAMILY



Kawasaki
Let the good times roll®



BECOME A DEALER.

KAWASAKI MOTORS CORP, U.S.A.
P.O. Box 25252
Santa Ana, California 92799-5252

949.770.0400
www.kawasaki.com

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*Professional Rider on a closed course. Accessorized model shown.

MAKING HISTORY WHILE INNOVATING FOR THE FUTURE

Kawasaki has been innovating Good Times™ for decades, building vehicles that perform no matter the terrain or task. From technical racetracks and twisty mountain roads to open water and 50-acre farms, our dependable vehicles set the bar for the rest of the industry.



1973 JET SKI® 400



1984 NINJA® ZX™900



1988 MULE™ 1000



2015 NINJA H2®



NINJA® 400 KRT EDITION

NINJA® MOTORCYCLES

Nothing comes close to the pure riding performance of Ninja® sportbikes. Well-equipped for urban commuting, canyon carving or track riding, Ninja sportbikes offer an exhilarating riding experience that no other brand can match.

*Model available in ABS and Non-ABS



Z900RS

Z MOTORCYCLES

No frills, all thrills. The Z sportbike lineup places emphasis on the raw elements of sport riding with bold styling, minimal bodywork and maximum attitude. With Z, it's what you don't see that stands out.



VERSYS® 1000 SE LT+

VERSYS® MOTORCYCLES

Tackle any road, any time. Ideal for urban adventures in the city and spirited exploration along winding backroads, Versys® motorcycles deliver maximum excitement and versatility across a wide range of roads.



VULCAN® S CAFE

VULCAN® MOTORCYCLES

Sleek design meets muscular performance. Vulcan® motorcycles pack a punch with an exciting range of carefully crafted yet incredibly versatile cruisers that suit any rider.

*Non U.S. model specs may be depicted. Equipment illustrated and specification may vary to meet individual markets.

LET THE GOOD TIMES ROLL.®

KX™ MOTORCYCLES

Over decades of winning, Kawasaki KX™ motorcycles have gained the reputation of The Bikes That Builds Champions. The most storied franchise in the sport of motocross continues today by doing what it does best: take home titles.



KLR®650 TRAVELER



BRUTE FORCE® 750 4x4i



JET SKI® ULTRA® 310LX

*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.

*Accessorized model shown.



KX™450SR

KLR® MOTORCYCLES

Built to empower your passion to escape and explore, the KLR®650 motorcycle offers confidence-inspiring on- and off-road capability and reliability for those looking to keep the adventure going.

BRUTE FORCE® ATVS

Tackle chores or climb mountains with big-bore capability on your side. The rugged muscle and sure-footed agility of Brute Force® ATVs allow you to take on the toughest terrain with pure strength and confidence.

JET SKI® PERSONAL WATERCRAFT

Turn the water into your ultimate playground. Engineered to live up to the most iconic name in water sports, every Jet Ski® personal watercraft delivers unmistakable excitement.



MULE PRO-FXT™

MULE™ SIDE X SIDES

For over 30 years, MULE™ side x sides have been the backbone of Kawasaki's entire utility vehicle category. When you need to work and play hard, every MULE side x side is built STRONG to help you out when you need it most.

TERYX® SIDE X SIDES

The ultimate off-road adventure side x side is eager for action. With the perfect combination of sport performance and rugged capability, Teryx® side x sides are built to conquer the outdoors.



TERYX KRX® 1000

BECOME A DEALER



KAWASAKI DEALER BENEFITS

SALES SUPPORT

- District Managers
- Kawasaki Dealer University
- Sales Program Team
- Vehicle Order Desk

FLEET SALES

Assistance program for large farming operations, industrial plants, railroads and other commercial entities for ATV and side x side vehicles.

GOVERNMENT SALES

Assistance program for federal, state, county and local government agencies for all product segments.

MARKETING PROGRAMS AND SUPPORT

- Regional Marketing Managers
- Co-Op Advertising
- Consumer and Trade Events
- Merchandising Materials

PARTS AND ACCESSORIES SUPPORT

- Exchange Program
- 90-Day Returns
- Dealership Apparel Discounts

SERVICE DEPARTMENT SUPPORT

- Field Service Advisors
- Technical Hotline
- K-Tech

START-UP COSTS

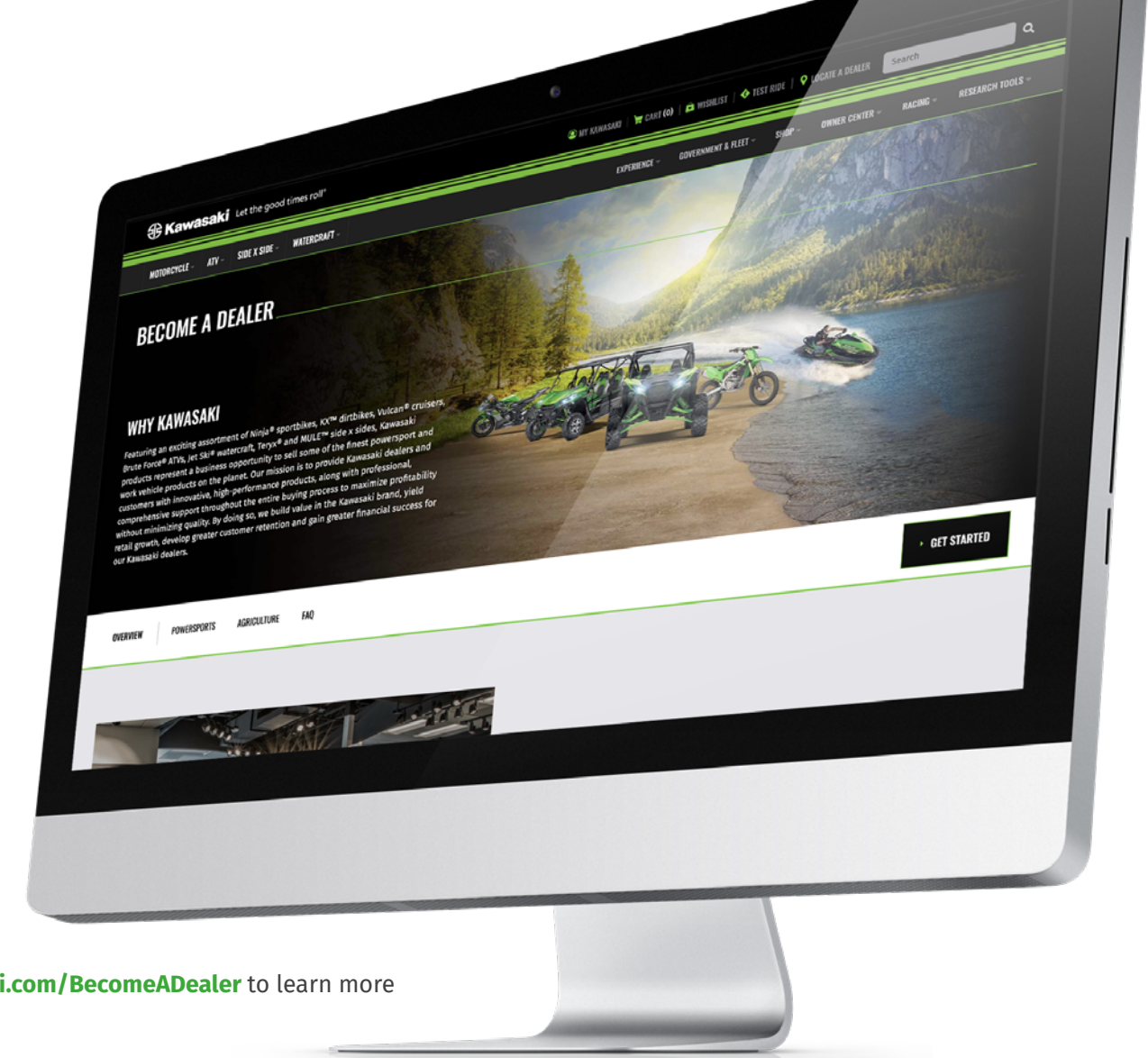
Exterior Signage and Showroom Elements	\$5,000 - \$35,000
Special Service Tools and Technical Manuals	\$5,000 - \$10,000
Parts, Accessory and Apparel Order	\$5,000 - \$25,000
Dealer Orientation & Training	\$5,000
Dealer Management System	TBD
Working Capital	TBD
Total Minimum Start-up Costs	\$20,000 - \$75,000

FACILITY REQUIREMENTS

Dealers must provide adequate showroom, sales, parts, accessories and service departments in order to effectively sell, service and represent the Kawasaki brand. In the event that other brands are represented in the same facility, Kawasaki requires at least equal space and representation in all areas, depending on the Kawasaki products carried.

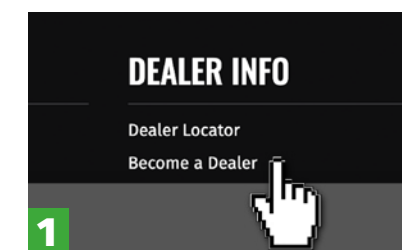
CREDIT LINE REQUIREMENTS

In addition to the initial start-up costs and working capital, dealers must qualify for a wholesale line of credit through Kawasaki Motors Finance Corp. from \$150,000 to \$500,000 or more, based on expected sales and product lines carried.

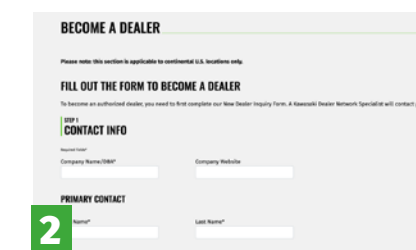


Visit kawasaki.com/BecomeADealer to learn more

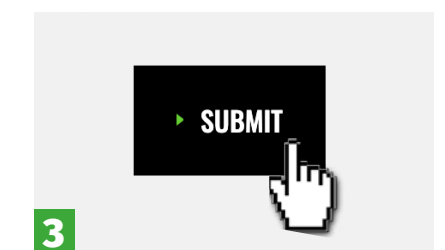
BECOME A DEALER



Go to www.kawasaki.com and find the "Become a Dealer" link at the bottom of the homepage.



Complete the **New Dealer Inquiry Form** by clicking the link to "Kawasaki Minimum Dealership Requirements."



Submit the form to dealerprospect@kmc-usa.com

Thank you for your interest in Kawasaki Motors Corp., U.S.A. For fifty years, Kawasaki Motors Corp., U.S.A. (AKM) has collaborated with successful entrepreneurs like you to form a mutually beneficial and long-lasting business partnership.

At Kawasaki, we are professional business people, just like you. We realize that you are the key to our success. Every day we strive to have the strongest, smartest and most profitable dealer network in the industry.