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KAWASAKI ANNOUNCES SPONSORSHIP OF KANE FRIESEN FOR 2007 STREET EXTREME STUNT COMPETITION

All-new '07 Ninja® ZX™ -6R to play key role

Kawasaki Motors Corp., U.S.A. has participated in almost every aspect of motorcycle competition over the past 35 years. Now, Kawasaki ventures into an entirely new arena, with its first ever official support package for a sportbike stunt competitor.

Kane “Insane” Friesen, 24 from Las Vegas, Nev. will ride the all-new 2007 Kawasaki Ninja ZX-6R sportbike in closed-course street extreme stunt competitions. The long-time Kawasaki owner and fan is known for his signature pink color scheme and his Guinness World Record breaking 137mph front wheel “stoppie”. Friesen will be Kawasaki’s first official competitor in street extreme stunt competition, attending closed-course stunt riding exhibitions, competitions, and “bike night” gatherings across the nation. As Kawasaki’s first ambassador to the sportbike stunt community, Friesen will promote legal, responsible riding and discourage stunting on public roads.

“It’s an honor to be given this opportunity as a stunt rider. The support of such a large and respected company is validation of my efforts and it’s exciting to see this sport finally receiving attention from a major manufacturer.” says Friesen, adding: “I hope the Kawasaki sponsorship helps me set an example for those looking to get into this sport, as well as to the fans. To be successful at this, a rider needs to practice and compete in a safe and responsible manner, or the big manufacturers won’t touch you.”

"The ZX-6R is one of our top selling models and we understand that not all buyers race or try to emulate a racer. However, with bike nights becoming so popular across the country it is a natural fit for Kawasaki to be associated with Kane." Said Kawasaki Team Green Manager Reid Nordin. "He's been a key factor in raising the street fighter / stunt rider image to such a high level of professionalism and whether it's on the track, in stunt competitions or attending a bike night, Kane and Kawasaki are both on the same page when it comes to safe riding issues."

Kawasaki Motors Corp., U.S.A. (KMC) markets and distributes Kawasaki motorcycles, ATVs, personal watercraft and utility vehicles through a network of more than 1,500 independent retailers, with an additional 7,700 retailers specializing in power products and general purpose engines. KMC and its affiliates employ nearly 2,400 people in the United States, with 400 of them located at the Irvine, California headquarters.

Kawasaki's tagline, "Let the good times roll™", is recognized worldwide and the brand has become synonymous with powerful, stylish motorcycles for over four decades. Information about Kawasaki's complete line of recreational products and Kawasaki affiliates can be found on the Internet at www.kawasaki.com.

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