

New Model Press Release

November 13, 2016

DO NOT RELEASE BEFORE NOVEMBER 13, 2016

2017 JET SKI® MODEL RANGE

THE STAND-UP JET SKI® WATERCRAFT IS BACK AND READY TO RULE AGAIN.

Kawasaki continues to stand out as the developer of the popular personal watercraft category with its Jet Ski® watercraft lineup of runabouts and standup models. Offering a wide range of supercharged machines that evoke fun on the water, the 2017 Jet Ski® Ultra® lineup is among the most exciting and powerful on the market.

The entire lineup is forged with Kawasaki DNA and features powerful 1498cc engines, an innovative deep-V hull design, a large amount of storage and a fuel tank capable of extended range.

The entire lineup is also covered by a 12-month limited manufacturer's warranty with an optional 12, 24, 36 or 48-month Kawasaki Protection Plus™ plan. The 2017 lineup also offers new colors and graphics packages for the venerable watercraft.



KAWASAKI JET SKI® ULTRA® 310LX

The flagship model, the 2017 Kawasaki Jet Ski® Ultra® 310LX personal watercraft (PWC), is the perfect combination of performance and luxury, boasting an impressive inline 1,498cc four-cylinder DOHC engine. Derived from Kawasaki's Ninja® ZX™-14R sportbike, this engine has been developed to marine grade standards and power is increased thanks to the intercooled, roots-type Eaton Twin Vortices Series (TVS) supercharger. A three-blade impeller that is directly driven from the engine provides superb propulsion, powering the watercraft's deep-V hull that offers class-leading stability in rough water. This model also features the JETSOUND® audio system – a first in personal watercraft, which allows riders to listen to music via the 2x20-watt rated amplifier and 30-watt speakers. There is also a



waterproof stowage area for a smartphone as your music source, and a USB port to accommodate a USB storage device.

The Ultra 310LX model has a contoured and scalloped, two-tone, three-passenger seat, which sports the industry's first heat-resistant cover to help provide comfort in a variety of conditions. Furthermore, the Hydro-Turf™ striped deck matting helps provide comfort and superior grip.

The Ultra 310LX has an industry-leading, 56-gallon storage capacity and a 20.6-gallon fuel tank, which is the largest in its class. It also has separate keys allowing full power operation and Smart Learning Operation, which reduces engine output so newer riders can become familiar with the handling and response of the Jet Ski watercraft at a more relaxed pace. The keys are color-coded to help prevent confusion over which setting is in use.

For 2017, the Jet Ski Ultra 310LX watercraft will be available in a new color scheme of Ebony and Candy Lime Green.

Color: Ebony / Candy Lime Green

Price: \$TBD

Availability: Now

KAWASAKI JET SKI® ULTRA® 310R

The Kawasaki Jet Ski® Ultra® 310R personal watercraft is the ultimate open-water race replica vehicle in the Kawasaki model line, featuring the same 1,498cc supercharged engine as the Ultra 310LX model. It also sports a motocross-style electro-polished stainless steel handlebar inspired by the Kawasaki KX™ range of motorcycles. With a 12-position solid handlebar mount, it can be adjusted for both reach and height to suit the rider, with an optional mount for adjustable positions. Additionally, the sport seat offers a special support bolster and KX-style seat cover to provide more grip.



The Jet Ski Ultra 310R personal watercraft also boasts race-inspired graphics as well as other features common to the Kawasaki Ultra 310 Jet Ski watercraft family, such as the same 56-gallon storage capacity and 20.6-gallon fuel tank.

Color: Ebony / Lime Green

Price: \$TBD

Availability: Now

KAWASAKI JET SKI® ULTRA® 310X & ULTRA® 310X SE

Power is the most common trait among the Kawasaki Jet Ski Ultra 310 family, and the 2017 Ultra® 310X and Ultra® 310X SE models share the same unmistakable supercharged inline



1,498cc four-cylinder DOHC engine with its Eaton TVS supercharger and intercooler. They also have identical three-blade impellers for strong initial acceleration and the deep-V hull design contributes to straight-line tracking and precise cornering.

With 20.6 gallons of fuel capacity – the most in its class– the Ultra 310X and Ultra 310X SE models allow plenty of range for long-distance rides. Up front, a handy storage bin located under the cowl has a generous 54-gallon capacity, and the center console has detachable, dual drink holders.

For rider comfort, the Ultra 310X features a bench seat for greater versatility, while the 310X SE comes equipped with race-inspired graphics and a sport-styled seat.



Colors:

Jet Ski Ultra 310X: Ebony / Metallic Stardust White

Jet Ski Ultra 310X SE: Ebony / Sunbeam Red

Price:

Jet Ski Ultra 310X: \$TBD

Jet Ski Ultra 310X SE \$TBD

Availability: Now

KAWASAKI JET SKI® ULTRA® LX

For riders who want the luxury and convenience of the flagship Ultra® 310LX but a little less power, the 2017 Kawasaki Jet Ski® Ultra® LX personal watercraft powered by a naturally aspirated 1,498cc engine is the right choice.

The maneuverable deep-V hull contributes to superior handling, and the vehicle boasts industry-leading storage capacity and the largest fuel tank in its class to keep the fun going for longer.

In line with its “LX” specification, this model has a scalloped seat to enhance comfort, and five-position adjustable steering in order to adapt to a variety of riders. Features include the SLO (Smart Learning Operation) system to limit engine speed when needed for newer riders, the Kawasaki Smart Steering® system for turning assistance, splash deflectors to help minimize spray in a variety of conditions, and a retracting rear boarding step make it easy to climb aboard. The Jet Ski Ultra LX watercraft, with its long list of standard equipment, provides a great package of features at a lower price.



Color: Ebony / Valliant Blue

Price: \$TBD

Availability: Now

KAWASAKI JET SKI® STX®-15F

For flat-out fun, the 2017 Kawasaki Jet Ski® STX®-15F personal watercraft is the way to go. Equipped with a powerful engine with digital fuel injection that provides great performance and an agile hull for sporty handling as well as comfortable ergonomics, the Jet Ski STX-15F watercraft is great for someone looking to spend a lot of time on the water.

With its ample storage, riders can take the gear they require on each trip. This machine also features the SLO (Smart Learning Operation) system that allows engine speed to be limited when needed, and the Kawasaki Smart Steering® system, which provides turning assistance for easier handling of this extremely capable personal watercraft.

Color: Ebony / Metallic Graystone

Price: \$TBD

Availability: Now

Links and Tags: #jetski



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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