

# ACHIEVE BOSS-LEVEL SALES BECOME A KAWASAKI DEALER



Accessorized unit shown

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**Kawasaki**

**Kawasaki**



# KAWASAKI STRONG

With a lineage that dates back to the 1800s, Kawasaki Heavy Industries, Ltd. (KHI) is the rigid backbone of the Kawasaki four-wheel brand. It's this heavy industries' heritage of innovation that lends itself to our powerful, long-lasting vehicles that help you take on tough challenges and conquer them with ease. Strength is in our DNA. And that is the foundation of the MULE™ utility vehicles.



## ASSEMBLED IN THE U.S.A. (WITH FOREIGN AND DOMESTIC PARTS)

Back in 1987, Kawasaki Motors Manufacturing Corp., U.S.A. rolled out the first-of-its-kind Kawasaki MULE™ side x side. With a pick-up-truck design, the MULE hit the market and proved so amazingly versatile that the MULE utility vehicle is now a staple at farms, sports facilities and anywhere else that sturdy utility vehicles are needed.



## MULE™ HISTORY

From napkin sketch to hardworking machines, the MULE™ family has been trusted to complete the toughest jobs for 30 years. To celebrate its 30th anniversary, we introduced two new MULE side x sides, the MULE PRO-FXR™ and the MULE 4000 Trans™—both built strong to continue a legacy of a job well done.

## WARRANTY COMPARISON



Competitive warranty information obtained from manufacturers' websites as of September 2016.

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## MULE™ SIDE X SIDE TIMELINE



# KAWASAKI SIDE X SIDE LINE-UP



MULE™ 4010 TRANS4x4®

## MULE™ SIDE X SIDES

Hardworking Kawasaki MULE™ side x sides are compact enough to maneuver through tight spaces, yet large enough to transport a heavy payload and crew.



MULE SX™ 4x4 XC SE

## MULE SX™ SIDE X SIDES

MULE SX™ side x sides are easy and comfortable to drive on or off the jobsite. They are compact, two-passenger machines packed with value and undeniable capability.



MULE PRO-FXR™

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## MULE™ PRO SERIES

The strong and durable Kawasaki MULE™ PRO Series side x sides are unmatched companions on the jobsite, the homestead or on the trail delivering powerful capability along with comfort and efficiency.



MULE PRO-DXT™

## MULE™ PRO DIESEL SERIES

MULE™ PRO Diesel side x sides offer massive engine torque for impressive pulling power, unrivaled maneuverability and rugged chassis suited for work and play.

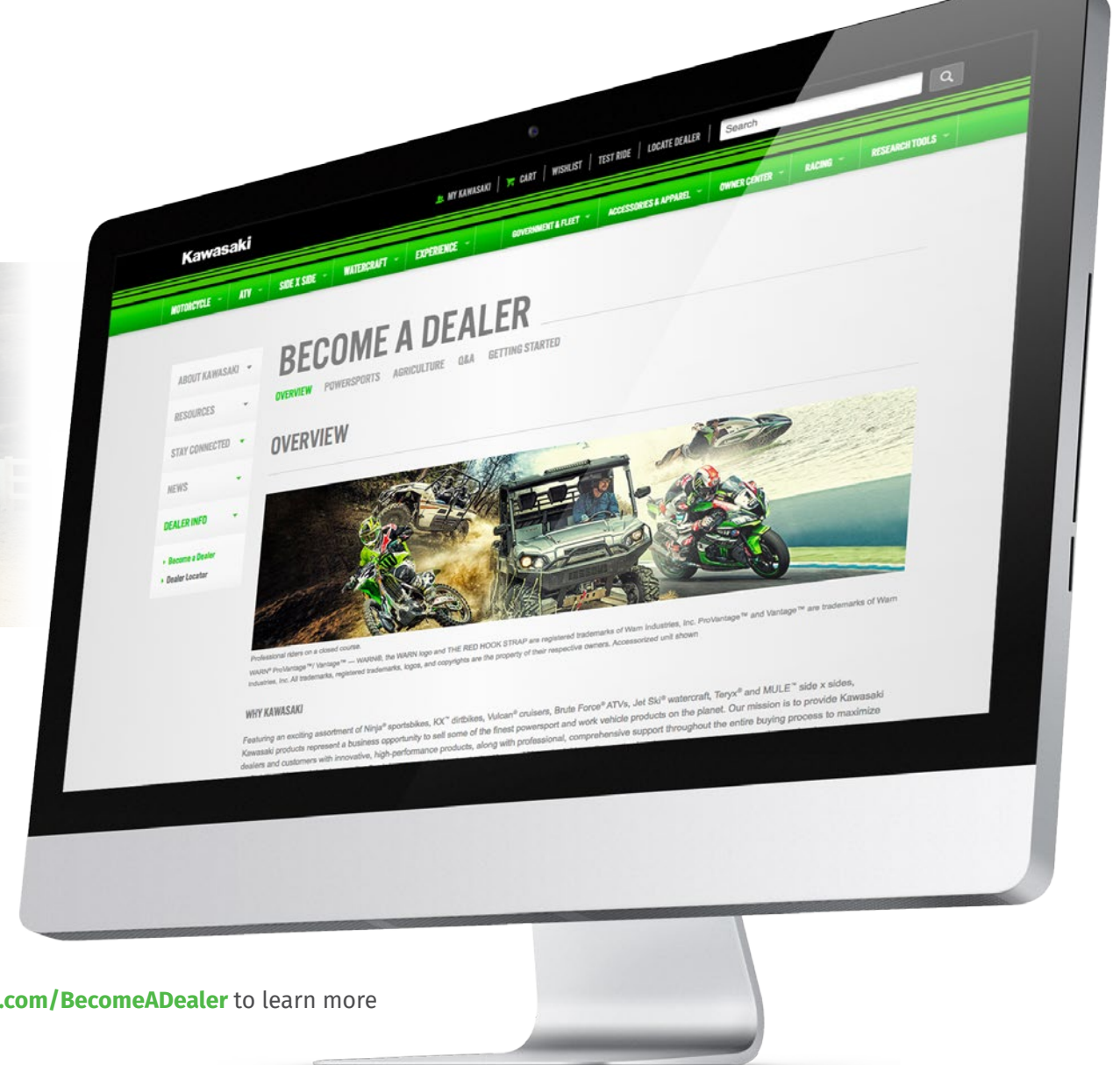


TERYX4™ LE

## TERYX® & TERYX4™ SIDE X SIDES

Kawasaki Teryx® and Teryx4™ side x sides are designed to dominate demanding trails, deliver maximum thrills and provide all-day driving comfort for the ultimate off-road adventure.

# BECOME A KAWASAKI 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 - \$10,000
Special Service Tools and Technical Manuals	\$4,000 - \$7,000
Parts, Accessory and Apparel Order	\$5,000 - \$20,000
Dealer Orientation & Training	\$5,000
Dealer Management System	TBD
Working Capital	TBD
<b>Total Minimum Start-up Costs</b>	<b>\$19,000 - \$42,000</b>

## 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 Kawasaki products carried.

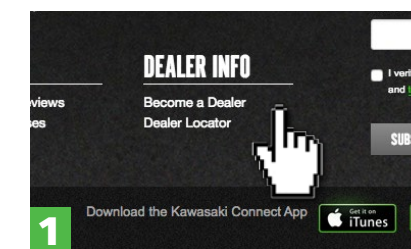
## CREDIT LINE REQUIREMENTS

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.

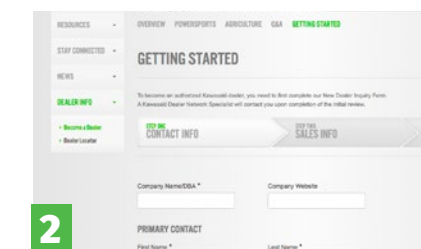
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Visit [kawasaki.com/BecomeADealer](http://kawasaki.com/BecomeADealer) to learn more

## BECOME A DEALER



Go to [www.kawasaki.com](http://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](mailto: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. (KMC) 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.**