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Kawasaki SVP Retires Following 34-year Career

Foothill Ranch, CA – Kawasaki Motors Corp., U.S.A., Senior Vice President of Sales & Operations, Bill Jenkins, announces his intentions to retire on March 31, 2023, after a distinguished 34-year career.

Born and raised in New Jersey, Bill started his career with Kawasaki in 1988 as a District Manager in the Metro New York and New Jersey market, where he resided for 13 years. During that time, he achieved the prestigious Kawasaki President's Counsel award nine times and was named District Manager of the Year on two occasions.

In 1995, Bill was promoted to the Eastern Region Sales Director, eventually transitioning to National Sales Director for the US market. In 2010, he relocated to Kawasaki's headquarters in Southern California and accepted the role of Vice President of Sales.

"Kawasaki is a wonderful company to work for. I had amazing team members and industry's finest dealer base. The powersports industry provided me the motivation to do the very best I could for the last 34 years and for that I'm very thankful," said Bill Jenkins. "Kawasaki has an industry-leading team in place to continue our strong growth and the future is extremely bright. I look forward to watching the company and our dealers prosper for years to come."

Helping lead the brand back from recession, Bill was promoted to SVP Sales & Operations in 2012, a position he held through his retirement 2023. As a avid rider and enthusiast, Bill also served as Co-Chair on the board for the Motorcycle Industry Council.

"We are very fortunate to have someone as dedicated to Kawasaki as Bill has been for 34 years," said Kawasaki Motors Corp., U.S.A., President, Eigo Konya. "Bill's tremendous positive attitude has provided strength for us in both good times and challenging times, and all of us at Kawasaki are extremely thankful for his positive energy. We are a family here at Kawasaki, and Bill will always be a part of the Kawasaki family."

Kawasaki will continue its strong momentum in 2023, with riding season around the corner and multiple new model announcements later this year.

About Kawasaki

Kawasaki 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 Motors, Ltd. is committed to maintaining and furthering these strengths which will surely give birth to new legends.

Kawasaki Motors Corp., U.S.A. 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. Kawasaki and its affiliates employ nearly 3,100 people in the United States, with approximately 260 of them located at Kawasaki'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.