

June 7, 2022

NEW MODEL PRESS RELEASE

2023 KAWASAKI KFX® ATV MODEL RANGE

KAWASAKI KFX®50 AND KFX®90 YOUTH ATVs FOR BEGINNER-FRIENDLY PERFORMANCE

The Kawasaki KFX® ATV family receives several new updates for 2023. Designed for younger riders, the [KFX®50](#) and [KFX®90](#) entry-level models return with new LED accent lights and more aggressive styling.

Thanks to styling cues taken from Kawasaki's KX™ motocross lineup, the KFX50 and KFX90 incorporate a sporty and aggressive look that stands out from the competition and ensures they are instantly recognizable as a Kawasaki.

These ATVs have a number of features aimed at helping young riders gain four-wheel riding experience with proportionate size and power and serve as an introductory step into a lifetime of enjoying powersports.

KFX®50 & KFX®90 HIGHLIGHTS:

- **NEW** Aggressive styling
- **NEW** Increased mud protection
- **NEW** Floorboard design

MORE AGGRESSIVE STYLING

The new styling includes a center cover that features a more aggressive slant, which contributes to sharper styling found on both the KFX50 and KFX90. A slit in the center cover adds to the sporty image, while the white number plate-style design evokes a strong KX-style motocross image. The grill shape has also been updated, further contributing to the sharper design. A taller design of the front fenders adds to both the aggressive design and conveys a strong off-road performance look.

Replacing the previous decals are all-new LED accent lights that offer an enhanced new look and make the ATVs easier to spot while the rider is off in the distance exploring. An LED taillight replaces the previous halogen light bulb and presents a modern touch to the refreshed styling. Finishing off the strong Kawasaki image is a handlebar pad featuring the Kawasaki logo and KX-style decals that contribute to the aggressive styling.



INCREASED MUD PROTECTION

In order to increase mud protection, the front wheel wells now have a larger panel area that is designed to help keep dirt and debris from building up near the engine. This improved mud protection keeps the engine running at a cooler temperature for optimal performance and increases rider comfort.

SURE FOOTING

Both the KFX50 and KFX90 received a revised floorboard design, contributing to increased grip that helps young riders control their ATV when riding while in a standing position.

KFX®50

The 2023 KFX®50 ATV for ages six and older is the starting place for many first-time ATV riders. Featuring a 49.5cc, air-cooled, single-cylinder, four-stroke engine that delivers smooth power, predictable performance and rock-solid reliability, and special parental controls include a keyed ignition to help address unsupervised starting as well as speed controls with a throttle-limiting screw to restrict throttle movement. The KFX50 ATV packs a lot of fun into a small package.

KFX®90

The KFX®90 lets riders ages 10 and older take on tougher tracks and bigger adventures with an air-cooled 89cc single-cylinder, four-stroke. Special parental controls include a keyed ignition to help address unsupervised starting as well as speed controls with a throttle-limiting screw to restrict throttle movement, and a collar in the CVT transmission that can be removed to increase speed as the rider gains experience, allowing the KFX90 to grow with the rider.

2023 Model Variations

Kawasaki KFX®50

Color: Lime Green, Vibrant Blue

MSRP: \$2,299

Availability: Now

Kawasaki KFX®90

Color: Lime Green, Vibrant Blue

MSRP: \$3,099

Availability: Now

For complete product information, and to download high-resolution images, log on or register for the Kawasaki media site at <http://kawasakimedia.com>

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. (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.