

June 4, 2024

## NEW MODEL PRESS RELEASE

### 2025 KAWASAKI BRUTE FORCE® 300, KFX®90, AND KFX®50 ATV MODELS

For 2025, Kawasaki is proud to reintroduce the Brute Force® 300, KFX®90, and KFX®50 ATVs to its lineup, catering to both work and play. The coveted Brute Force 300 is built for farmers, ranchers, and outdoor enthusiasts, offering versatility and affordability to suit various needs at a perfect price point. The KFX90 and KFX50 models draw inspiration from Kawasaki's KX™ motocross lineage, boasting a dynamic and aggressive design that sets them apart from the competition.



Designed with unique features to facilitate the transition for young riders into the world of four-wheel adventure, the KFX lineup provides the right amount of power and size, serving as the ideal entry point for the upcoming powersports enthusiast.

#### **KAWASAKI BRUTE FORCE® 300**

The Brute Force® 300 is a reliable companion for outdoor adventures. At its core is a mid-size liquid-cooled, 271cc single-cylinder, four-stroke engine, coupled with a continuously variable transmission (CVT) featuring HI/LO ranges and reverse with a centrifugal clutch for seamless control. With a wide stance, single shock rear suspension, and independent A-arm front suspension, the Brute Force 300 delivers agile handling while effectively dampening bumps. Equipped with front and rear cargo racks capable of holding 44 and 66 lbs., respectively, the Brute Force ensures practicality on the go. With a robust frame and proven Kawasaki performance behind it, this ATV boasts a 500-lb. towing capacity, embodying the trademark toughness of Kawasaki.

#### **KAWASAKI KFX®90**

The KFX®90 empowers riders aged ten and up to conquer the trails and embark on exciting adventures, thanks to its air-cooled 89cc single-cylinder, four-stroke engine. Equipped with specialized parental controls, such as a keyed ignition to prevent unsupervised starting and speed controls featuring a throttle-limiting screw, the KFX90 delivers a parent-controlled riding experience. The CVT transmission includes a removable collar to adjust speed as the rider gains proficiency, enabling the KFX90 to adapt to the rider's growing skills. Designed with large front wheel wells for mud protection and a floorboard layout that enhances the rider's grip, this ATV enables young riders to confidently maneuver while sitting or standing. LED accent lights enhance its visual appeal and improve visibility during distant explorations. Sporting the iconic KX-style motocross aesthetic with a number-plate style

design, handlebar pad, and decals, the KFX90 embodies the essence of high-performance off-road riding.

## KAWASAKI KFX®50

The 2025 KFX®50 ATV, designed for riders aged six and above, serves as the ideal entry point for novice ATV enthusiasts. Powered by a 49.5cc air-cooled, single-cylinder, four-stroke engine, the KFX50 offers smooth power delivery, consistent performance, and unwavering reliability. Equipped with specialized parental controls, including a keyed ignition to prevent unsupervised starting and speed controls featuring a throttle-limiting screw, the KFX50 ensures a parent-controlled riding experience. With styling cues reminiscent of its larger counterpart, the KFX50 combines exciting design elements with compact dimensions, packing plenty of excitement into its small frame.

## KAWASAKI CARES

Read Owner's Manual and all on-product warnings. Warning: ATVs can be hazardous to operate. For your safety: Always wear a helmet, eye protection, and protective clothing. Never carry a passenger. Never ride under the influence of drugs or alcohol. Never ride on public roads or pavement. Avoid excessive speeds and stunt driving. Be extra careful on difficult terrain. Kawasaki ATVs with engine over 90cc are recommended for use only by persons 16 years of age or older. Kawasaki also recommends that ATV riders take a training course. For more information, see your dealer, call the ATV Safety Institute at 1-800-887-2887, or go to [www.atvsafety.org](http://www.atvsafety.org).

To download high-resolution images, log on or register for the Kawasaki media site at <http://kawasakimedia.com>.

## 2025 Model Variations

### KAWASAKI BRUTE FORCE 300

**Color:** Grayish Blue, Timberline Green

**MSRP:** \$5,199

**Availability:** Now

### KAWASAKI KFX90

**Color:** Lime Green, Battle Gray

**MSRP:** \$3,349

**Availability:** Now

### KAWASAKI KFX50

**Color:** Lime Green, Battle Gray

**MSRP:** \$2,549

**Availability:** Now

## 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](http://www.kawasaki.com).