

September 18, 2026

2027 KAWASAKI JET SKI® ULTRA® 310 SERIES PERSONAL WATERCRAFT

THE ONLY ONE FOR GOOD TIMES

The JET SKI ULTRA® 310 Series has long represented the pinnacle of Kawasaki's PWC lineup. Powered by supercharged, in-line 4-cylinder, 1,498cc marine engines and paired with race-developed hulls that balance smooth performance with precise handling in calm and rough water, the JET SKI ULTRA 310 Series delivers exhilarating acceleration across a wide range of conditions.

Already known for its high level of refinement, the JET SKI ULTRA 310 Series evolves further for the 2027 model year. From the rider's position, the newly adopted 12.3-in multifunction touchscreen display immediately stands out, offering a large, high-resolution screen that presents a wide range of information with exceptional clarity. Its new user interface, inspired by ripples on the water, adds a sophisticated, next-generation feel to the cockpit. Pre-installed maps provide convenient navigation right from startup, while connecting to RIDEOLOGY THE APP POWERSPORTS** enables features such as Group Ride. Down-looking sonar and shallow-water detection are also integrated into the display.



JET LINK can also detect when a passenger falls into the water and notify the rider through the display, while nearby riders connected through RIDEOLOGY THE APP POWERSPORTS can receive the alert. A new high-resolution rearview camera is available on the LX-S and LX models. With information clearly displayed, and touchscreen controls and the integrated controller making operation more intuitive, the 2027 JET SKI ULTRA 310 Series allows riders to focus on the experience while enjoying the performance, technology and refinement that define the ULTRA 310.

JET SKI® ULTRA® 310 SERIES KEY FEATURES:

- **NEW** 12.3" Multifunction Touchscreen Display with New Controller
- **NEW** JET LINK: Overboard Detection and Notification
- **NEW** Higher-Resolution Rearview Camera (LX-S/LX Models)
- Supercharged 1,498cc In-Line 4-Cylinder Marine Engine
- Advanced 22.5 Degree Deep-V Hull
- Kawasaki Smart Reverse With Deceleration (KSRD)
- Kawasaki Launch Control Mode (KLCM)
- Electric Trim-Control System
- Power Mode Selection
- Adjustable Electronic Cruise Control

The Kawasaki JET SKI ULTRA 310 Series is powered by a liquid-cooled, supercharged, in-line 4-cylinder, 1,498cc marine engine with digital fuel injection, four selectable Power Modes—Full, Middle, Low and SLO—to suit rider preferences and conditions. A new central controller combines the instrument and audio jog-dial functions, with a central dial for scrolling and selecting and surrounding shortcut buttons for quick access. Riders can also connect wirelessly through RIDEOLOGY THE APP POWERSPORTS to record and share GPS routes and vehicle data, use Group Ride to track other riders, monitor vehicle information and maintenance and Overboard Notification. Kawasaki Smart Reverse with Deceleration (KSRD) provides one-handed thrust control through a handlebar-mounted thumb switch, while the 44.5-gallon storage system includes a 32.8-gallon sealed front compartment, 10.6-gallon Easy-Access Storage, a 0.5-gallon waterproof compartment, cup holders and a 0.75-gallon Easy-Access Rear Pocket.

New for 2027, the JET SKI ULTRA 310 Series features an all-new 12.3-in multifunction touchscreen display, developed with KOSO, with 1920 × 1200 resolution—up from 800 × 480 on the previous model. Mounted above the handlebars beneath the meter visor, the display features a water-ripple-inspired interface, adjustable brightness, black-themed design and allows wet-glove operation, with tap, swipe, long-press and multi-touch capability. Riders can view multiple functions simultaneously, including vehicle gauges, navigation, sonar, audio controls and the rearview camera, while a 3D-rendered tachometer adds a first-ever Kawasaki display feature. Integrated navigation comes with pre-installed maps, while RIDEOLOGY THE APP POWERSPORTS adds Group Ride and geofence information. Down-looking sonar provides underwater and fish-finding information, while shallow-water detection alerts riders when water depth reaches a user-set threshold. The display also provides key vehicle information including speed, fuel level, drive and Power Modes, trim, compass, boost pressure, temperatures, battery voltage, trip information, diagnostic codes, cruise status and an Economical Riding Indicator. When equipped with JETSOUND® 4s, audio can be controlled through the touchscreen or simplified controller, while surrounding indicator lamps provide additional at-a-glance vehicle information.

Also new for 2027, Kawasaki's proprietary JET LINK system connects the watercraft with passenger fobs to provide Overboard Notification. When a passenger carrying a paired JET LINK fob falls overboard, the system detects when the fob moves out of proximity to the watercraft and displays a person-overboard icon on the instrument panel, including the incident location when the map is displayed. When connected to RIDEOLOGY THE APP POWERSPORTS, the notification can also be shared with nearby app users to help alert other watercraft to the situation. The notification is canceled when the passenger returns to the watercraft. Two JET LINK fobs are included with the watercraft and can be paired or unpaired from the JET SKI side, as well as turned off completely.

New for 2027 on the JET SKI ULTRA 310LX and ULTRA 310LX-S models, a high-resolution 1080 × 1920 rearview camera mounted aft of the rear seat provides a clearer, larger view behind the JET SKI, adding convenience when towing a waterskier or wakeboarder or when docking. The new system offers improved image quality, with viewing angles of 142 ± 5° horizontally and 81 ± 5° vertically.

JET SKI ULTRA 310LX

Taking luxury to new heights, the Jet Ski® Ultra® 310LX combines outstanding performance and convenience with unparalleled comfort and style. Featuring the 3-position ERGO-FIT® adjustable LXury seat, designed for up to three riders, and the groundbreaking JETSOUND 4s integrated audio system, controlled via jog dial and Bluetooth® connectivity, the Jet Ski Ultra 310LX is truly like no other.

JET SKI ULTRA 310LX-S

The Jet Ski® Ultra® 310LX-S elevates functionality with an exclusive ULTRA® Deck, extending the rear deck by 7.9 inches for added water play and gear storage. Multi-mount rails on the deck facilitate accessory slide mounts and offer convenient tie-down points. Equipped with a rearview camera and stylish LED accent lights at the front.

JET SKI® ULTRA® 310X

The JET SKI® ULTRA® 310X is the entry point to the lineup and comes in Neon Yellow/Ebony.

Disclaimers:

***RIDEOLOGY THE APP POWERSPORTS is not intended for use during vehicle operation. Only use RIDEOLOGY THE APP POWERSPORTS when the vehicle is not being operated, and it is safe to do so.*

2027 Model Variations

Kawasaki Jet Ski® Ultra® 310LX

Color: Metallic Deep Red/Ebony

MSRP: \$22,699

Availability: Spring 2027

Kawasaki Jet Ski® Ultra® 310LX-S

Color: Riptide Turquoise/Ebony

MSRP: \$21,699

Availability: Spring 2027

Kawasaki Jet Ski® Ultra® 310X

Color: Neon Yellow/Ebony

MSRP: \$20,699

Availability: Spring 2027

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. 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.