

## Kawasaki Celebrates International Female Ride Day

Kawasaki is pleased to announce its support for the International Female Ride Day with retail incentives on selected Kawasaki street motorcycles.

In honor of International Female Ride Day, each female customer who purchases a selected new, not previously registered 2009, 2010 or 2011 Kawasaki Motorcycle from May 6 to May 8, 2011 from an authorized Canadian Kawasaki motorcycle dealership is eligible to receive a special discount amount or a free 2-year **Good Times Protection Plan** according to the schedule on page 2. This promotion is in addition to any other current sales promotion in effect at the time of purchase.

This is a time-limited opportunity for your dealership to increase motorcycle retail sales while, at the same time, provide support for female customers in your area. The program runs the entire weekend, starting on International Female Ride Day, Friday, May 6, 2011 at 12:01 am through midnight EST Sunday, May 8, 2011.

- Effective: Exclusively on Friday, May 6, Saturday May 7 and Sunday May 8, 2011.
- The International Female Ride Day promotion is available to authorized Kawasaki motorcycle dealers on bona fide retail sales of eligible new, unused 2009, 2010 and 2011 models listed on page 2\*.

\*Subject to availability on a first-come-first-served basis.

- The International Female Ride Day promotion is **in addition** to any other promotions in effect on the models listed on page 2 at the time of retail sale.
- See "Terms and Conditions" on page 3 for more details

### Procedure:

1. Register the eligible unit via K-Web under Units→Sales on Friday, May 6, Saturday May 7 and Sunday May 8, 2011 **ONLY**. Registrations on other dates will not be accepted.
2. Claim promotion code **M11A05** for the retail rebate or promotion code **M11A06** for GTPP on K-Web. Retail promotion benefit must be chosen at time of warranty registration. Dealer must inform retail purchaser of all applicable incentives.
3. If the GTPP promotion is chosen when registering the retailed unit, choose "YES" in the GTPP purchase selection box in K-Web and select the 24-month Plan. Important: Enter "\$0.00" \* in the PLAN COST box in the upper right corner of the GTPP contract. GTPP choice must be made first to activate GTPP promotion code button. Dealer will be invoiced for the dealer cost of the plan.

Dealer may upsell GTPP for the difference in cost between the 2-year plan and the 3-year Plan AT TIME OF RETAIL SALE only. **GTPP cannot be updated once it has been registered.** If GTPP term is upsold, select the appropriate term in the GTPP purchase selection box in K-Web and enter the amount the customer paid for the upgrade to the 3-year Plan in the PLAN COST box in the upper right corner of the GTPP contract.

4. Complete the International Female Ride Day promotion FORM (attached). Choose retail rebate or GTPP.

5. Provide proof of identification (photo ID).
6. Submit FORM and photo ID to CKM via fax (416-445-5389) or by email to [mkarkruff@kawasaki.ca](mailto:mkarkruff@kawasaki.ca)
7. CKM will verify registration records to verify registration date.
8. Dealer will then receive \$500 credit to their open account or a credit amount equivalent to the dealer net value of the GTPP for the particular unit retailed. A 2-year GTPP will be automatically registered on the new unit if GTPP was chosen.
9. The Good Times Protection Plan (GTPP) in this Retail Promotion offer has no cash value.

Eligible Models	Model Name	IFRD Rebate <b>M11A05</b>	OR	Two- Year GTPP <b>M11A06</b>
EN500C9F	Vulcan 500 LTD	\$500	OR	\$265
ER650C9F, ER650CAF	ER-6n	\$500	OR	\$380
EX250J9F, EX250JAF, EX250JBF	Ninja 250R	\$500	OR	\$210
EX250J9FA, EX250JAF, EX250JBFA	Ninja 250R	\$500	OR	\$210
EX400CBF	Ninja 400R	\$500	OR	\$265
EX500D9F	Ninja 500	\$500	OR	\$265
EX650C9F, EX650CAF, EX650CBF	Ninja 650R	\$500	OR	\$380
KL250G9F, KL250GAF	Super Sherpa	\$500	OR	\$210
KL650E9F, KL650EAF, KL650EBF	KLR650	\$500	OR	\$380
KLE650A9F, KLE650CAF, KLE650CBF	Versys	\$500	OR	\$380
KLX250T9F, KLX250TAF, KLX250TBF	KLX250S	\$500	OR	\$210
KLX250W9F, KLX250WAF	KLX250SF	\$500	OR	\$210
VN1700AAF, VN1700ABF	Voyager	\$500	OR	\$595
VN1700BAF, VN1700BBF	Voyager – K-ACT + ABS	\$500	OR	\$595
VN1700C9F, VN1700CAF, VN1700CBF	Nomad	\$500	OR	\$510
VN1700C9FA	Nomad – Two Tone	\$500	OR	\$510
VN1700E9F, VN1700EAF, VN1700EBF	Classic	\$500	OR	\$480
VN1700E9FA	Classic – Two Tone	\$500	OR	\$480
VN1700G9F, VN1700GAF	Classic LT	\$500	OR	\$510
VN1700JBF	Vaquero Black	\$500	OR	\$510
VN1700JBFA	Vaquero Red	\$500	OR	\$435
VN900B9F, VN900BAF	Classic	\$500	OR	\$380
VN900BBFA	Classic – Whitewall Tires	\$500	OR	\$380
VN900C9F, VN900CAF, VN900CBF	Custom	\$500	OR	\$380
VN900C9FA, VN900CAFA, VN900CBFA	Custom	\$500	OR	\$380
VN900D9F, VN900DAF, VN900DBF	Classic LT	\$500	OR	\$400
ZG1400A9F, ZG1400CAF, ZG1400CBF	Concours 14 ABS	\$500	OR	\$580
ZG1400B9F, ZG1400DAF	Concours 14	\$500	OR	\$580
ZR1000DAF, ZR1000DBF	Z1000	\$500	OR	\$445
ZX1000E9F	Ninja ZX-10R	\$500	OR	\$445
ZX1000E9FA	Ninja ZX-10R	\$500	OR	\$445
ZX1000FAF	Ninja ZX-10R	\$500	OR	\$445
ZX1000FAFA	Ninja ZX-10R	\$500	OR	\$445
ZX1000JBF	New Ninja ZX-10R	\$500	OR	\$445
ZX1000KBF	New Ninja ZX-10R ABS	\$500	OR	\$445
ZX1000GBF	Ninja 1000	\$500	OR	\$445
ZX1400C9F, ZX1400CAF, ZX1400CBF	Ninja ZX-14	\$500	OR	\$470
ZX1400CAFA	Ninja ZX-14	\$500	OR	\$470
ZX600R9F, ZX600RAF, ZX600RBF	Ninja ZX-6R	\$500	OR	\$380
ZX600R9FA, ZX600RAFA	Ninja ZX-6R	\$500	OR	\$380

## Advertising Support:

The International Female Ride Day retail promotion will be supported with the following advertising media:

- Active advertising on the Motoress.com web site, twitter and facebook, as well as posters
- Active advertising on the Kawasaki.ca website

## TERMS AND CONDITIONS

- a) Dealer must provide the *International Female Ride Day* retail promotion exactly as advertised. No substitutions are allowed. Only one *International Female Ride Day* retail promotion per eligible unit is allowed.
- b) Only one *International Female Ride Day* retail promotion is defined as the choice between the listed cash rebate or the 2-year Good Times Protection Plan (GTPP).
- c) The Good Times Protection Plan (GTPP) in this Retail Promotion offer has no cash value. GTPP offer or Good Times Protection Plan not available on rental units and racer units.
- d) Retailed units must be warranty registered at CKM and paid in-full to wholesale finance company to receive *International Female Ride Day* retail promotion benefit. Benefit payments are subject to wholesale finance company confirmation of the unit paid in full. The selling dealer will be responsible for the full cost of the promotion if these conditions are not met.
- e) Only bona fide retail sales as defined in the CKM Policies and Procedures of eligible models (new, not previously registered) are eligible for promotion participation. Retail sales / product registrations are subject to audit by CKM to determine validity of sales. If it is subsequently determined that a bona fide retail sale did not take place, or did not take place between the dealer and a female, Kawasaki reserves the right to charge dealer's open account for the applicable cost of promotion benefits applied.
- f) Eligible unit must be a Canadian unit imported by Canadian Kawasaki Motors Inc. as defined in the CKM Policies and Procedures
- g) *International Female Ride Day* retail promotion incentive benefit applies only to the models listed herein.
- h) Dealer may promote and advertise the *International Female Ride Day* retail promotion. Co-op advertising ratio for this promotion is based on dealer MC category.
- i) **Important Dates:**

**Friday, May 6, Saturday May 7 and Sunday May 8, 2011:**

The ONLY days eligible units can be purchased by and delivered to consumers to qualify for the *International Female Ride Day* retail promotion benefit. Also the ONLY days retail sales/product registrations can be submitted through K-Web to qualify for the *International Female Ride Day* retail promotion incentive benefit.
- j) Offer is applicable only through authorized Canadian Kawasaki Motors Inc. motorcycle dealers.
- k) Subject to availability. Registration acceptance is on a first-come-first-served basis.
- l) All program elements, interpretation of rules, and substitution, modification or withdrawal of any program element are at the sole discretion of Canadian Kawasaki Motors Inc.

**Canadian Kawasaki Motors Inc.**

**Kawasaki**  
Let the good times roll.™

# KAWASAKI FEMALE RIDE DAY PROMOTION FORM

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Customer Name

Address:

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Street

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City

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Province

Postal Code

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Phone #

E-Mail Address

Unit:

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Model

Serial # JK

Dealer NAME:

Dealer NUMBER:

Promotion Chosen: Retail Rebate  GTPP

Photo I.D. must be submitted with form

Please fax to 416-445-5389 or email to [mkarkruff@kawasaki.ca](mailto:mkarkruff@kawasaki.ca)

**Kawasaki**  
Let the good times roll.™