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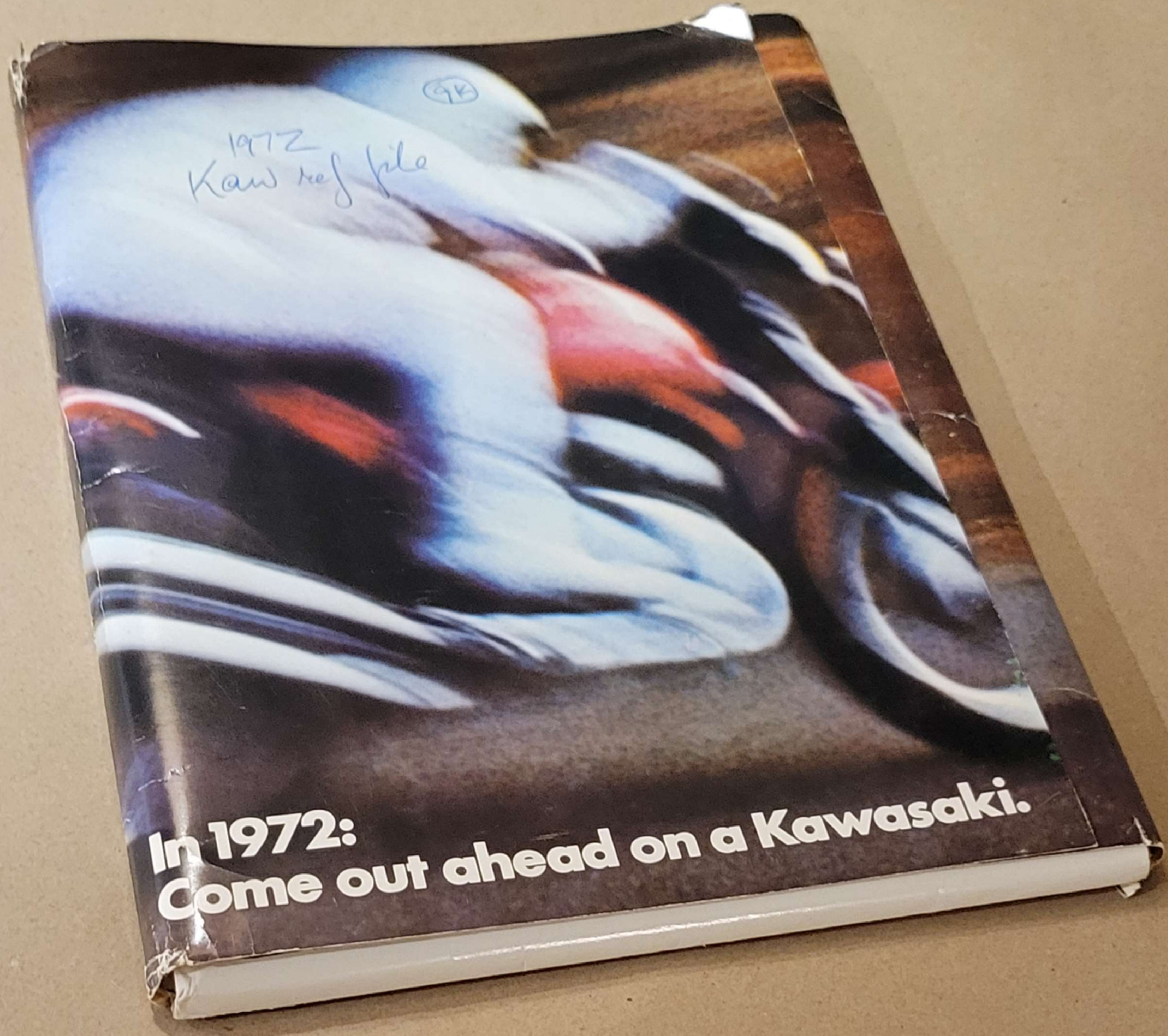
1972
Kaw ref file

**In 1972:
Come out ahead on a Kawasaki.**

1972
Kaw ref file

98

**In 1972:
Come out ahead on a Kawasaki.**



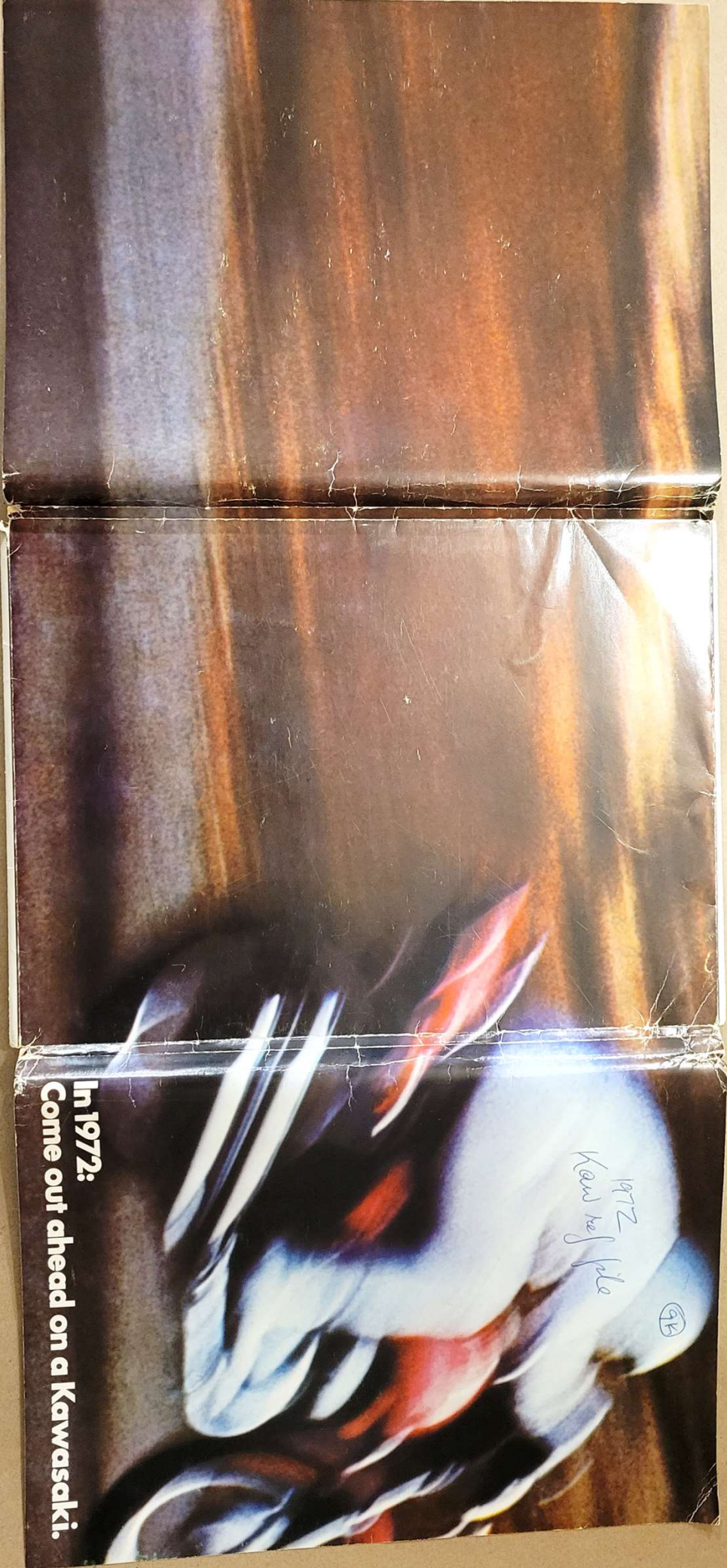
This is the year:
 The year you and Kawasaki come out ahead with the biggest ad campaign in our entire history! Ahead with big, bold two-page, three-page, four-page ads in motorcycle magazines. Illustrated and other general magazines. And: Ahead with the most spectacular TV commercials in motorcycle history... on top-rated network shows like "All in the Family," NBC's "Saturday Night and Movies," and many, many more! Everywhere you look, you'll see our name-building theme, our battle cry:
Come Out Ahead on a Kawasaki!
 In print you'll see this theme backed by facts. Features. Hard-hitting comparisons. Even spec sheets... with specific ads on everything from the 750 down to the 100. Meanwhile, on TV, we'll dramatize the fact that Kawasaki has a bike for every type of rider: street, trail and dirt. With some of the wildest, most free-wheeling action ever caught on film—plus our own haunting Kawasaki theme song.
 The whole campaign is aimed at your best prospects: 18 to 34-year-old males. And our aim is great—because the total magazine circulation within that group is 141 million!
 While on TV, we're out to tell the whole world about Kawasaki—and we'll be seen a total of 400 million times! Check the ads for yourself. Next, check the charts on the facing page, to see exactly when and where we're going to work for you. Then check out Honda's campaign. Suzuki's campaign. Anybody's campaign. Go ahead, do it.
 We know who'll come out ahead.

Come out ahead on a Kawasaki.



1972 KAWASAKI MAGAZINE ADVERTISING

MONTH	DATE	TIME	PROGRAM	STATION		
MARCH	3	Friday	Night Movie, NBC	WABC-TV		
	8	Monday	Night Movie, NBC	WABC-TV		
	12	Friday	Night Movie, NBC	WABC-TV		
	15	Monday	Night Movie, NBC	WABC-TV		
	19	Friday	Night Movie, NBC	WABC-TV		
	22	Monday	Night Movie, NBC	WABC-TV		
	26	Friday	Night Movie, NBC	WABC-TV		
	29	Monday	Night Movie, NBC	WABC-TV		
	31	Wednesday	Night Movie, NBC	WABC-TV		
	APRIL	1	Monday	Night Movie, NBC	WABC-TV	
		7	Monday	Night Movie, NBC	WABC-TV	
14		Monday	Night Movie, NBC	WABC-TV		
21		Monday	Night Movie, NBC	WABC-TV		
28		Monday	Night Movie, NBC	WABC-TV		
MAY		1	Monday	Night Movie, NBC	WABC-TV	
		8	Monday	Night Movie, NBC	WABC-TV	
		15	Monday	Night Movie, NBC	WABC-TV	
		22	Monday	Night Movie, NBC	WABC-TV	
		29	Monday	Night Movie, NBC	WABC-TV	
		JUNE	5	Monday	Night Movie, NBC	WABC-TV
	12		Monday	Night Movie, NBC	WABC-TV	
	19		Monday	Night Movie, NBC	WABC-TV	
	26		Monday	Night Movie, NBC	WABC-TV	
	JULY		3	Monday	Night Movie, NBC	WABC-TV
			10	Monday	Night Movie, NBC	WABC-TV
17			Monday	Night Movie, NBC	WABC-TV	
24			Monday	Night Movie, NBC	WABC-TV	
AUGUST			7	Monday	Night Movie, NBC	WABC-TV
			14	Monday	Night Movie, NBC	WABC-TV
			21	Monday	Night Movie, NBC	WABC-TV
		28	Monday	Night Movie, NBC	WABC-TV	
		SEPTEMBER	4	Monday	Night Movie, NBC	WABC-TV
			11	Monday	Night Movie, NBC	WABC-TV
			18	Monday	Night Movie, NBC	WABC-TV
	25		Monday	Night Movie, NBC	WABC-TV	
	OCTOBER		2	Monday	Night Movie, NBC	WABC-TV
			9	Monday	Night Movie, NBC	WABC-TV
			16	Monday	Night Movie, NBC	WABC-TV
23			Monday	Night Movie, NBC	WABC-TV	
30			Monday	Night Movie, NBC	WABC-TV	
NOVEMBER			6	Monday	Night Movie, NBC	WABC-TV
			13	Monday	Night Movie, NBC	WABC-TV
		20	Monday	Night Movie, NBC	WABC-TV	
		27	Monday	Night Movie, NBC	WABC-TV	
		DECEMBER	4	Monday	Night Movie, NBC	WABC-TV
			11	Monday	Night Movie, NBC	WABC-TV
	18		Monday	Night Movie, NBC	WABC-TV	
	25		Monday	Night Movie, NBC	WABC-TV	



1972
Kawasaki



In 1972:
Come out ahead on a Kawasaki.

This is the year.

The year you and Kawasaki come out ahead—
with the biggest ad campaign in our entire history!

Ahead with big, bold two-page, three-page, even
four-page ads in motorcycle magazines.

Ahead with full-color pages in Playboy, Sports
Illustrated and other general magazines.

And:

Ahead with the most spectacular TV commercials
in motorcycle history . . . on top-rated network shows
like "All in the Family," NBC's "Saturday Night at the
Movies" and many, many more!

Everywhere you look, you'll see our name-building
theme, our battle cry:

Come Out Ahead on a Kawasaki.

In print, you'll see this theme backed by facts. Features.
Hard-hitting comparisons. Even spec sheets . . . with
specific ads on everything from the 750 down to the 100.

Meanwhile, on TV, we'll dramatize the fact that
Kawasaki has a bike for every type of rider: street, trail
and dirt. With some of the wildest, most free-wheeling
action ever caught on film—plus our own haunting
Kawasaki theme song.

The whole campaign is aimed at your best
prospects: 18 to 34-year-old males. And our aim is
great—because the total magazine circulation within
that group is 141 million!

While on TV, we're out to tell the whole world about
Kawasaki—and we'll be seen a total of 400 million times!

Check the ads for yourself. Next, check the charts
on the facing page, to see exactly when and where we're
going to work for you. Then check out Honda's
campaign. Suzuki's campaign. Anybody's campaign.

Go ahead; do it.

We know who'll come out ahead.

1972 KAWASAKI MAGAZINE ADVERTISING

MARCH	APRIL	MAY
Cycle (4 page gatefold)	Cycle (3 page gatefold)	Cycle (3 page gatefold)
Cycle Guide (2 pages)	Cycle Guide (2 pages)	Cycle Guide (2 pages)
Popular Cycling (2 pages)	Cycle Canada (page, inside cover)	Dirt Bike (2 pages)
Canadian Motorcycling (2 pages)	Motorcycle Dealer News (page)	Popular Cycling (2 pages)
AMA News (2 pages)	Car & Driver (page)	Canadian Motorcycling (2 pages)
Motorcycle Dealer News (page)	Motor Trend (page)	AMA News (2 pages)
Hot Rod (page)	Guns & Ammo (page)	Motorcycle Dealer News (page)
Popular Mechanics (page)	Sports Illustrated (page, Apr. 24)	Hot Rod (page)
Sports Illustrated (page, Mar. 20)	Playboy (page)	Road & Track (page)
Playboy (page)		Popular Mechanics (page)
Psychology Today (page)		Sports Illustrated (page, May 29)
		Psychology Today (page)
JUNE	JULY	AUGUST
Cycle (3 page gatefold)	Cycle (3 page gatefold)	Cycle (3 page gatefold)
Cycle Guide (2 pages)	Cycle Guide (2 pages)	Cycle Guide (2 pages)
Dirt Bike (2 pages)	Popular Cycling (2 pages)	Dirt Bike (2 pages)
Cycle Canada (page, inside cover)	Canadian Motorcycling (2 pages)	Cycle Canada (page, inside cover)
AMA News (page)	Motorcycle Dealer News (page)	AMA News (page)
Motorcycle Dealer News (page)	Hot Rod (page)	Motorcycle Dealer News (page)
Car & Driver (page)	Road & Track (page)	Car & Driver (page)
Motor Trend (page)	Popular Mechanics (page)	Hot Rod (page)
Guns & Ammo (page)	Guns & Ammo (page)	Motor Trend (page)
Playboy (page)	Sports Illustrated (page, July 3)	Sports Illustrated (page, Aug. 14)
	Psychology Today (page)	Playboy (page)

1972 KAWASAKI NETWORK TELEVISION ADVERTISING

MARCH	APRIL	MAY
March 3: Friday Night Movie, NBC	April 1: ABA Basketball, CBS	Week of May 1: NBA Basketball, ABC
5: NBA Basketball, ABC	Movie of the Week-end, ABC	Week of 8: NBA Basketball, ABC
NHL Hockey, CBS	2: NHL Hockey, CBS	Night Movie, CBS
6: Monday Night Movie, NBC	7: Friday Night Movie, NBC	14: AAU Track, CBS
12: NHL Hockey, CBS	8: ABA Basketball, CBS	21: AAU Track, CBS
NASCAR Carolina 500, ABC	14: Friday Night Movie, NBC	Week of 22: Night Movie, CBS
15: The Persuaders, ABC	15: ABA Basketball, CBS	28: Tennis Classic, CBS
18: Saturday Night Movie, NBC	NBA Basketball, ABC	
19: NHL Hockey, CBS	Week of 17: NBA Basketball, ABC	
NIT Basketball, CBS	Night Movie, CBS	
NBA Basketball, ABC	21: Friday Night Movie, NBC	
20: Monday Night Movie, ABC	22: ABA Basketball, CBS	
25: NIT Basketball, CBS	23: NASCAR Trenton 500, ABC	
26: NHL Hockey, CBS	Week of 24: NBA Basketball, ABC	
NASCAR Atlanta 500, ABC		
30: AAU Track, CBS		
31: Sanford & Son, NBC		
JUNE	JULY	AUGUST
June 4: Tennis Classic, CBS	July 2: AAU Track, CBS	August 6: AAU Track, CBS
5: Night Movie, CBS	3: Night Movie, CBS	13: AAU Track, CBS
8: Thursday Night Movie, CBS	9: Sunday Night Movie, CBS	Tennis Classic, CBS
11: Sunday Night Movie, CBS	Tennis Classic, CBS	15: Mission Impossible, CBS
Tennis Classic, CBS	15: All In The Family, CBS	18: Friday Night Movie, CBS
18: AAU Track, CBS	16: AAU Track, CBS	20: Tennis Classic, CBS
19: Night Movie, CBS	17: Night Movie, CBS	21: Night Movie, CBS
24: Coaches All American Football, ABC	23: Tennis Classic, CBS	27: AAU Track, CBS
25: AAU Track, CBS	27: Thursday Night Movie, CBS	
	28: College All Star Football, ABC	
	30: AAU Track, CBS	
	31: Night Movie, CBS	

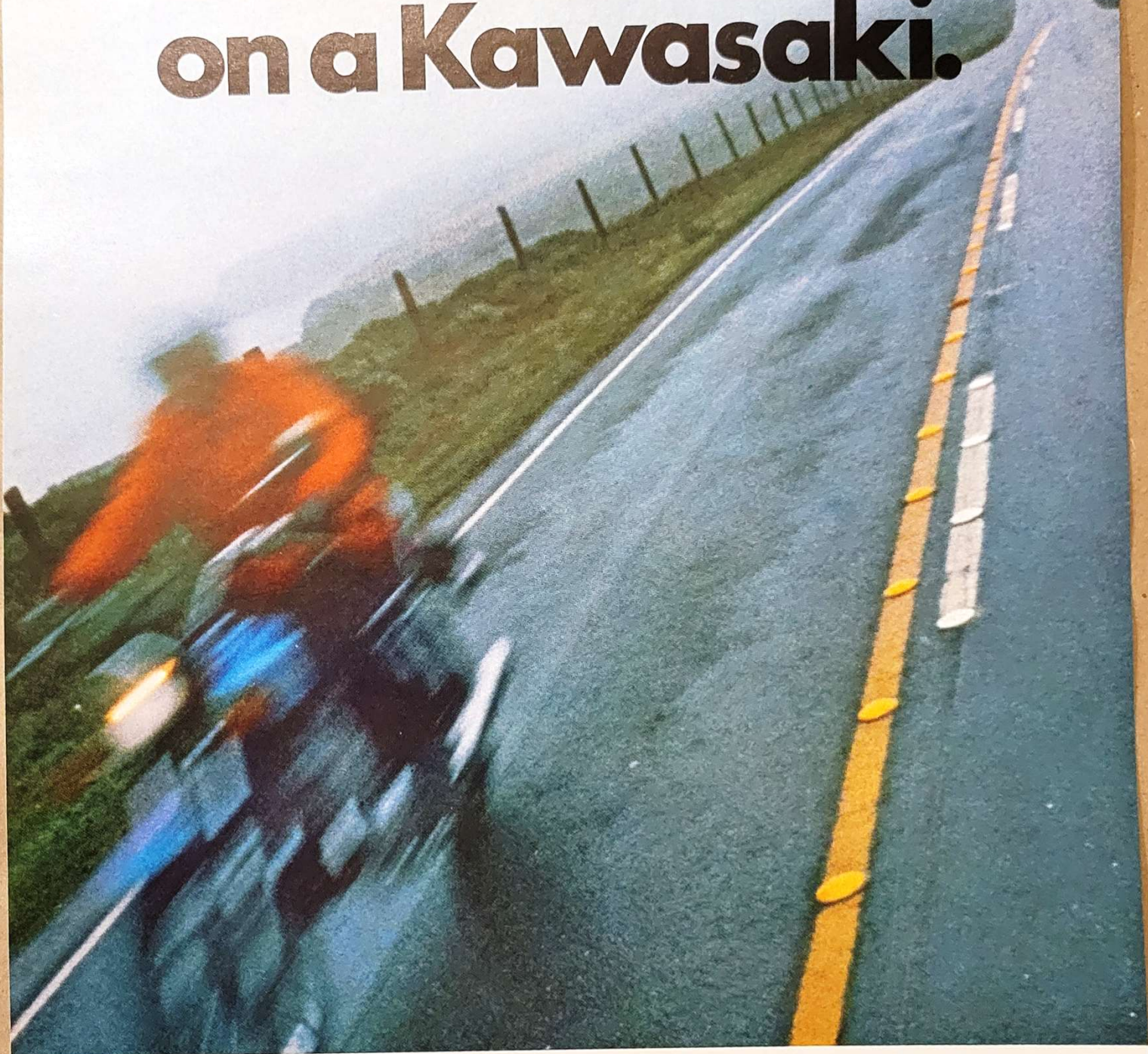
Come out ahead on a Kawasaki.



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Come out ahead on a Kawasaki.



We've just pulled a fast one on the competition.
Named the Kawasaki 750cc Mach IV.

Among the world's production models, it's the fastest thing on two wheels. Faster than any Suzuki. Faster than any Triumph. Faster than any BSA, any Honda, any anything.

Because the Kawasaki Mach IV scorches from standstill to quarter-mile in 12 seconds flat. (That's not a misprint, that's 12 seconds flat.)



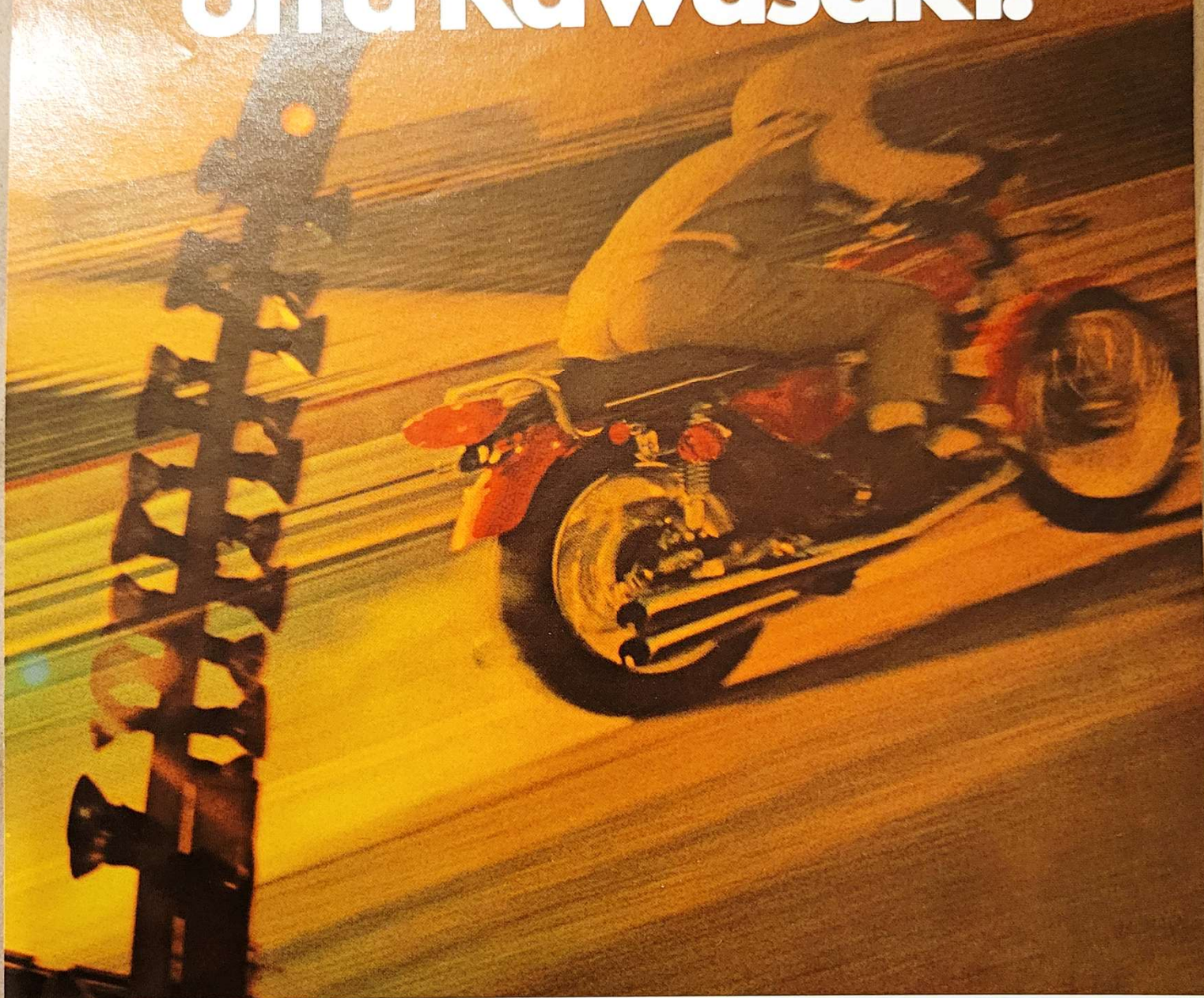
Cycle Magazine calls the result "a mind pounder," "a demon with a fire in its tail-feathers." But don't take their word—or ours.

Instead, compare the Kawasaki 750 with any 750. (And while you're at it, compare Kawasaki's whole line-up. From mini's to nimble-footed trail blazers to stronger-than-dirt bikes.)

Go ahead: do it. We know who'll come out ahead.

Kawasaki
MOTORS CORPORATION

Come out ahead on a Kawasaki.



We've got the competition up a tree.

With a 500 that beats their 750's.

It's Kawasaki's 500 Mach III. And the AHRA vows it's the fastest quarter-mile production machine in the world.

Faster than Suzuki's 750. And BSA's 750. And anybody's 750. (Except, of course, our own!)

The Mach III corrals 60 horses into just 383 pounds. Hits a top speed of over 113 mph. Clocks the quarter-mile in 12.3 seconds.

And, just to drive the competition higher up a tree,



we've made the Mach III even better for 1972.

With the one and only five-position hydraulic steering dampener on any 500. And a totally new front fork: tougher, beefier, with 5½" travel. And—stop everything!—a hydraulic front disc brake.

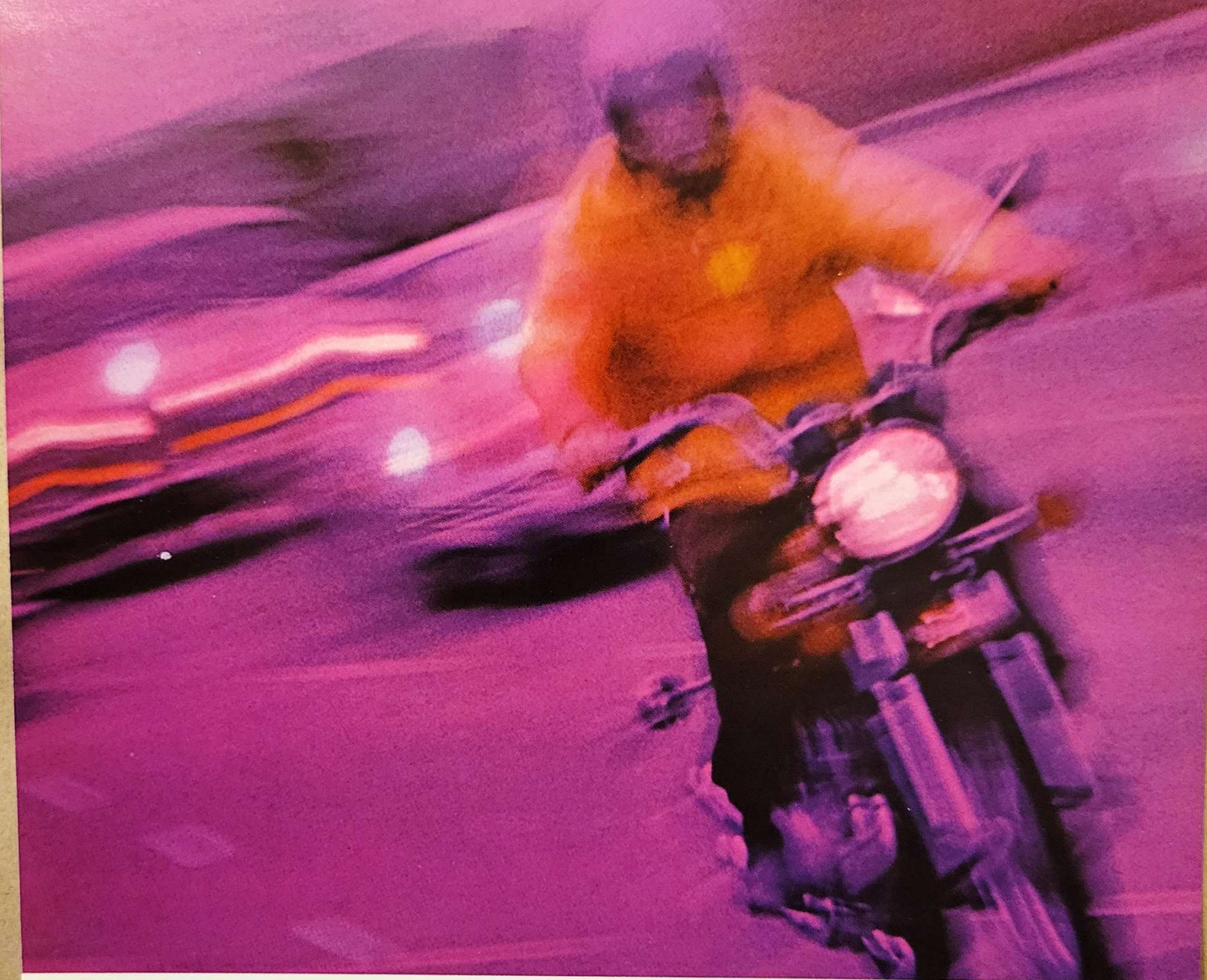
See the Mach III at your Kawasaki dealer. And compare it with anybody else's 500. Or 750. Go ahead; do it. We know

who'll come out ahead.

And who'll be up a tree.

Kawasaki
MOTORS CORPORATION

Come out ahead on a Kawasaki.



We're about to make a very powerful statement:
Kawasaki Mach II.

For this is the 350 with more guts, more go
than any other 350 in the world.

Think about it. Does any other
350 burn up the road at 112 mph?
Or clock 13.6 for the quarter mile
—from a standing start? Or pack
45 horses into just 329 pounds?
Or handle like a good 125 in traffic?

On second thought, it's the
kind of performance you expect from the people




who build the world's fastest production machine, the
Kawasaki Mach IV. And the world's first trail
bike with 10 speeds, the Kawasaki G4. And
what has to be the world's best buy in a
street bike, the Kawasaki 90.

Think it over and head for a Kawasaki
dealer. Compare the Kawasaki line-
up with anybody's...for every-
thing from putt-putt to POW!

Go ahead;
do it. We

Kawasaki
MOTORS CORPORATION

know who'll come out ahead.



Come out ahead on a Kawasaki.

Go climb a hill.

On the bike that makes every other 175 seem over the hill.

It's Kawasaki's F7 enduro. And it's:

1) The only 175 with a Hatta fork: the fork that lets you tailor the tension, the height, the wheelbase—all to fit you and your kind of riding.

2) The only 175 with CDI: the capacitor discharge system that pulls the plug on fouling—and makes points pointless.

3) The only 175 that can hit 75 mph. And stay there hour after hour after hour.



4) The only 175 with a power ratio of 10.8 lbs./hp. In short: the F7 enduro is one hill of a bike.

See it at your Kawasaki dealer's. And while you're at it, see the world's fastest production machine, the Kawasaki 750. And the world's first 10-speed trail bike, the Kawasaki 100 G4. And our best-buy street bike, the Kawasaki 90.

Then compare our whole line-up with anybody's...spec for spec, style for style, price for price. You'll come out ahead—and on top.

Kawasaki
MOTORS CORPORATION

Come out ahead on a Kawasaki.

Come hell or high water, this is the one.

The Kawasaki 100cc G-4.

It's the world's first trail bike with 10, count 'em, 10 speeds. This Kawasaki can claw up 40° hills in its lowest low gear – or belt down the boulevard at over 60 mph in its highest high.

In fact, 10 speeds turn the Kawasaki G-4 into a trail bike, a street bike, an anything-you-like bike.

And to make an even bigger splash, the



ignition is virtually waterproof. The rugged suspension delivers less jounce per ounce. And the primary starter is really a kick.

So hit the trail to any Kawasaki dealer – and any other dealer. Then compare bikes: style for style, feature for feature, price for price.

Go ahead: do it. We know who's going to come out ahead.

Kawasaki
MOTORS CORPORATION

Come out ahead on a Kawasaki.

We've just pulled a fast one on the competition.

Named the Kawasaki 750cc Mach IV, it's the world's production model, faster than any Suzuki. Faster than any Triumph. Faster than any BSA, any Honda, any anything.

Because the Kawasaki Mach IV scorches from standstill to quarter-mile in 12 seconds flat. (That's not a misprint, that's 12 seconds flat.)

And while we're clobbering the competition, we've hit a new low in compression. With a ratio of only seven:one — for more smoothness and a lot less noise.

Then, for good measure, we've added our famous CDI: the capacitor discharge ignition that squeezes more life out of spark plugs — and makes points absolutely pointless.

And finally we've wrapped the whole thing up in chrome, color and class.

Cycle Magazine calls the result "a mind pounder," "a demon with a fire in its tailfeathers."

But don't take their word — or ours.

Instead, take these specs to any Kawasaki dealer — and any other dealer. Then compare: spec for spec, style for style, feature for feature, price for price. Go ahead; do it. We know who'll come out ahead.



KAWASAKI 750cc MACH IV

Engine type	2 cycle, 3 cylinder, piston valve
Horsepower	74/6800 rpm
Torque	57.1 ft.-lb./6500 rpm
Maximum speed, mph	126
Acceleration	1/4 mile: 12.0 sec.
Transmission	5-speed, return shift
Braking distance, ft./mph	40/31
Weight, lbs.	422
Wheelbase, in.	55.5
Tire size, front	3.25-19
rear	4.00-18
Lubrication	Injectolube
Ignition system	CDI

Kawasaki
MOTORS CORPORATION

Kawasaki.

We've just pulled a fast one on the competition.

Named the Kawasaki 750cc Mach IV.

Of all the world's production models, it's the fastest thing on two wheels. Faster than any Suzuki. Faster than any Triumph. Faster than any BSA, any Honda, any anything.

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Go ahead: do it. We know who'll come out ahead.



KAWASAKI 750cc MACH IV

Engine type	2 cycle, 3 cylinder, piston valve
Horsepower	74/6800 rpm
Torque	57.1 ft.-lb./6500 rpm
Maximum speed, mph	126
Acceleration	1/4 mile: 12.0 sec.
Transmission	5-speed, return shift
Braking distance, ft./mph	40/31
Weight, lbs.	422
Wheelbase, in.	55.5
Tire size, front	3.25-19
rear	4.00-18
Lubrication	Injectolube
Ignition system	CDI

Kawasaki
MOTORS CORPORATION

Come out ahead on a Kawasaki.



We've got the competition up a tree.
With a 500 that beats their 750's.
It's Kawasaki's 500 Mach III.
And the AHRA vows it's the fastest quarter-mile production machine in the world.

Faster than Suzuki's 750. BSA's 750. Anybody's 750. (Except, of course, our own!)

The Mach III corrals 60 horses into just 382 pounds. Hits a top speed of over 113 mph. Clocks the quarter-mile in 12.3 seconds. And, just to drive the competition higher up a tree, we've made the Mach III a better bike for 1972.

With the one and only five-position hydraulic steering damper on any 500. And a totally new front fork: tougher, beefier, with 5 $\frac{1}{2}$ " travel. And — stop everything! — a hydraulic front disc brake.

See the 500 Mach III at your Kawasaki dealer. Then compare it — spec for spec, speed for speed, style for style — with anybody else's 500. Or 750. Go ahead: do it. We know who'll come out ahead. And who'll be up a tree.



KAWASAKI MACH III 500

Engine type . . . 2 cycle, 3 cylinder, piston valve
Horsepower . . . 60 hp/7500 rpm
Torque . . . 42.3 ft.-lb./7000 rpm
Acceleration . . . 1/4 mile: 12.3 sec.
Transmission . . . 5-speed, return shift
Braking distance . . . 35 ft./31 mph
Weight . . . 382 lbs.
Wheelbase . . . 55.0 inches
Tire size: front . . . 3.25-19
rear . . . 4.00-18
Lubrication . . . INJECTOLUBE
Ignition system . . . CD/battery and coil

Kawasaki
MOTORS CORPORATION

n a Kawasaki.

We've got the competition up a tree.

With a 500 that beats their 750's. It's Kawasaki's 500 Mach III. And the AHRA vows it's the fastest quarter-mile production machine in the world.

Faster than Suzuki's 750. BSA's 750. Anybody's 750. (Except, of course, our own!)

The Mach III corrals 60 horses into just 382 pounds. Hits a top speed of over 113 mph. Clocks the quarter-mile in 12.3 seconds.

And, just to drive the competition higher up a tree, we've made the Mach III a better bike for 1972.

With the one and only five-position hydraulic steering dampener on any 500. And a totally new front fork: tougher, beefier, with 5½" travel. And — stop everything! — a hydraulic front disc brake.

See the 500 Mach III at your Kawasaki dealer. Then compare it — spec for spec, speed for speed, style for style — with anybody else's 500. Or 750.

Go ahead; do it. We know who'll come out ahead.

And who'll be up a tree.

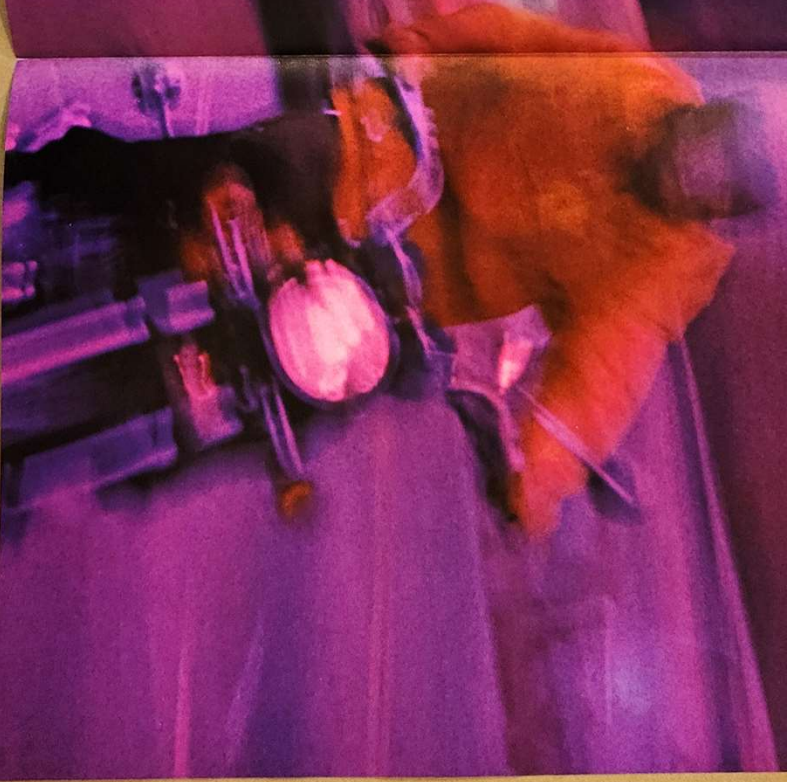


KAWASAKI MACH III 500

Engine type... 2 cycle, 3 cylinder, piston valve
Horsepower 60 ph/7500 rpm
Torque 42.3 ft.-lb./7000 rpm
Acceleration ¼ mile: 12.3 sec.
Transmission 5-speed, return shift
Braking distance 35 ft./31 mph
Weight 382 lbs.
Wheelbase 55.0 inches
Tire size, front 3.25-19
rear 4.00-18
Lubrication INJECTOLUBE
Ignition system CDI/battery and coil

Kawasaki
MOTORS CORPORATION

Come out ahead on a Kawasaki.



We're about to make a very powerful statement.

Kawasaki Mach II. For this is the 350 with more guts, more go than any other 350 in the world.

Think about it. Can any other 350 wind up to 112 mph? Or clock 13.6 for the quarter mile — from a standing start? Or give you the quickness of a 45 hp, 329 lb power-to-weight ratio?

Now stop thinking — and act. Head for a Kawasaki dealer, and look at the Mach II. Hand.

Look at the world's first air-cooled, 5-cylinder 350 cc powerplant. The best that's ever come from the bench. A tank with a distance to 39 ft. 31 mph. The double-transmatted twin-cradle tube frame. And the rest of it.

Lock what Cycle Magazine says: "Despite a hefty curb weight of nearly 350 pounds, the Mach II deceptively feels like a good 125 while threading through traffic..." And then look at every other 350 in town.

Go ahead, do it. We know who'll come out ahead.



KAWASAKI MACH II 350

Engine type	2 cycle, 3 cylinder, piston valve
Top speed	112 mph
Top gear	30.74 ft. @ 7000 rpm
Maximum speed	112 mph
Acceleration	0-60 mph in 12.8 sec.
0-100 mph	5.4 sec.
Braking distance	39 ft. @ 31 mph
Weight	329 lb.
Power to weight ratio	3.27 hp/lb.
Tire tread	3.00 in.
Oil capacity	4.0 quarts
Lubrication system	air-cooled, horizontal

Kawasaki

Motorcycle Division

We're about to make a very powerful statement:

Kawasaki Mach II.

For this is the 350 with more guts, more go than any other 350 in the world.

Think about it. Can any other 350 wind up to 112 mph? Or clock 13.6 for the quarter mile—from a standing start? Or give you the quickness of a 45 hp/329 lb. power-to-weight ratio?

Now stop thinking—and act. Head for a Kawasaki dealer, and look at the Mach II. Hard.

Look at the world's first air-cooled, 3-cylinder 350 cc power-plant. The beefy brakes with finned drums that hold braking distance to 39 ft/31 mph. The double-triangulated twin-cradle tube frame. And the rest of it.

Look what Cycle Magazine says: "Despite a hefty curb weight of nearly 350 pounds, the Mach II deceptively feels like a good 125 while threading through traffic..."

And then: look at every other 350 in town.

Go ahead; do it. We know who'll come out ahead.



KAWASAKI MACH II 350

Engine type... 2 cycle, 3 cylinder, piston valve
Horsepower..... 45/8000 rpm
Torque..... 30.74 ft.-lb./7000 rpm
Maximum speed..... 112 mph
Acceleration..... 1/4 mile: 13.6 sec.
Transmission..... 5-speed, return shift
Braking distance..... 39 ft./31 mph
Weight..... 329 lbs.
Wheelbase..... 52.5"
Tire size, front..... 3.00-18
 rear..... 3.50-18
Lubrication..... SUPERLUBE
Ignition system..... battery and coil

Kawasaki
MOTORS CORPORATION

Come

We've just pulled something dirty out of the competition.

Named the Kawasaki F9 350cc. For here we are — with a dirt bike endurance that'll get all sorts of dirt bike other 350's a hair's-breadth apart. The Kawasaki F9 350cc. has the low seat height to adjust the suspension the height the wheelbase, the take and trail — for any kind of rider and any kind of riding.

And our CDI, the capacitor discharge system that squeezes more life out of spark plugs — and makes points pointier.

And our 33 horses, packed into just 265 pounds.

Yet look what we've done for 1972...

We've taken our 350 and made one hundred — count 'em — one hundred improvements. Improvements in the ride. In the handling. In the looks.

The result awaits you at your Kawasaki dealer. Our top-of-the-line endurance which is named the F9 350cc. (competition, ha ha! It's a mud!

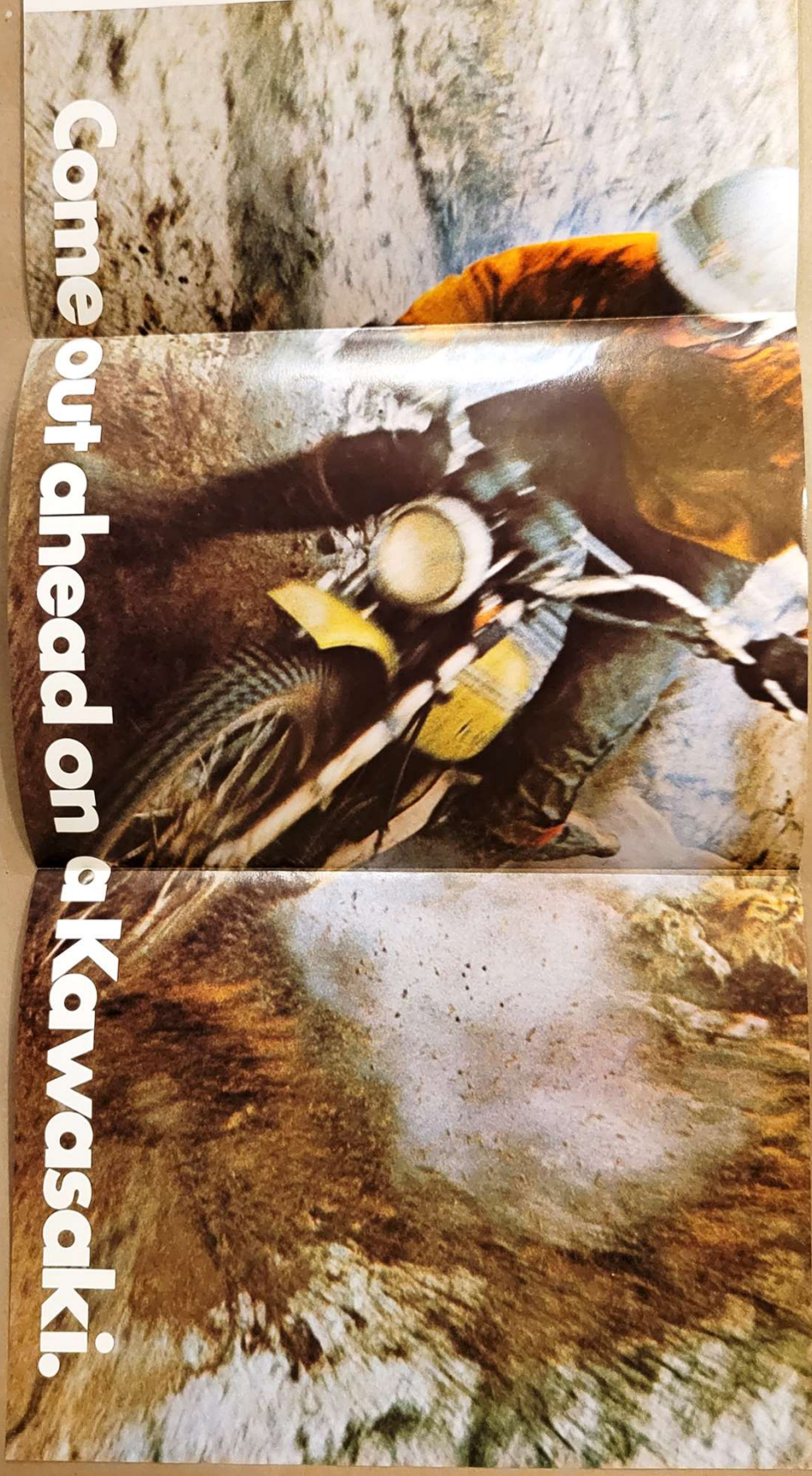
See it, compare it — spec for spec, price for price — with any other 350 in the world. Not to get dirty — but we know who'll come out ahead.



KAWASAKI F9 350cc. ENDURO

Engine	2 stroke, single cylinder, 350cc. valve
Horsepower	33 @ 5000 rpm
Torque	28 ft. lb. @ 3500 rpm
Acceleration	1/4 mile 1.8 sec.
Top speed	70 mph
5-speed, reverse shift	
Braking distance	297 ft. @ 60 mph
Wheel base	55.0 inches
Frame size, front	40.0 inches
Frame size, rear	40.0 inches
Lubrication	Wet sump
Ignition system	INJECTOR
Magneto CD	

Kawasaki
WORLD CORPORATION



Come out ahead on a Kawasaki.

We've just pulled something dirty on the competition.

Named the Kawasaki F9 350cc.

For here we are — with a dirt/street enduro that's got all sorts of things other 350's haven't got.

Like our exclusive Hatta fork: the fork that lets you adjust the tension, the height, the wheelbase, the rake and trail — for any kind of rider, and any kind of riding.

And our CDI: the capacitor discharge system that squeezes more life out of spark plugs — and makes points pointless.

And our 33 horses, packed into just 265 pounds.

Yet look what we've done for 1972...

We've taken our 350, and made one hundred — count 'em — one hundred improvements. Improvements in the ride. In the handling. In the looks.

The result awaits you at your Kawasaki dealer's. Our top-of-the-line enduro, which is named the F9. (With the competition, its name is mud!)

See it, compare it — spec for spec, price for price — with any other 350 in the world.

Not to get dirty — but we know who'll come out ahead.



KAWASAKI F9 350cc ENDURO

Engine . . . 2 cycle, single cylinder, rotary valve
Horsepower 33/6500 rpm
Torque 28 ft.-lb./5500 rpm
Maximum speed 84 mph
Acceleration 1/4 mile: 14.8 sec.
Transmission 5-speed, return shift
Braking distance 39 ft./31 mph
Weight 265 lbs.
Wheelbase 55.0 inches
Tire size, front 3.00-21
rear 4.00-18
Lubrication INJECTOLUBE
Ignition system Magneto CDI

Kawasaki
MOTORS CORPORATION

Com



Come out ahead on



a Kawasaki.

At Kawasaki, we figure you're ready for a bike that looks big.

But maybe you're not quite ready for a bike that is big.

Enter the Kawasaki 100cc G5. For the first time, here's a first-time bike that doesn't ride like one. Or handle like one. Or, least of all, look like one.

Instead, it looks and feels like a big enduro... in a package that weighs just 191 pounds!

The G5 enduro has a maximum speed of 66 mph. A climbing ability of 33°. A toughness that takes on any terrain: track, trail or highway.

On top of which, it's got all the features you are ready for: rotary valve engine... five-speed, wide-ratio transmission... double loop frame... five-way adjustable rear shocks.

See the G5 for yourself — at any Kawasaki dealer. Then compare it with any other 100cc spec for spec, style for style — and price for price.

We know who'll come out ahead.



KAWASAKI 100cc G5

Engine... 2-cylinder, single-cylinder, rotary valve
 Maximum speed... 66 mph
 Transmission... 5-speed, return shift
 Braking distance... 21 ft./22 mph
 Weight... 191 lbs.
 Wheelbase... 49 inches
 Tire size, front... 2.75-18
 rear... 3.00-18
 Lubrication... SUPERLUBE
 Ignition... Magneto

Kawasaki
 MOTORS CORPORATION



a **Kawasaki.**

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Maximum speed	66 mph
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Wheelbase	49 inches
Tire size, front	2.75-18
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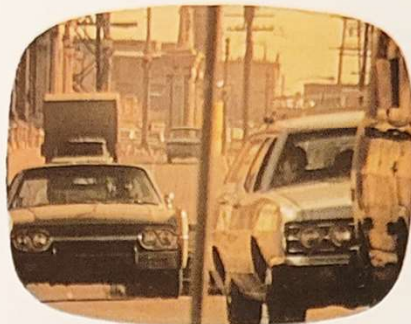
Kawasaki
MOTORS CORPORATION

ROAD SHOW

Kawasaki's 750 hits the road - to build traffic for your showroom!



SINGER: Far is better than near...



There is better than here...



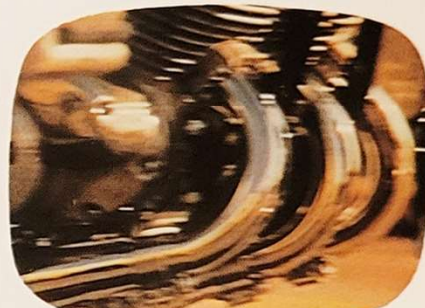
Go is always better than stay...



SINGERS: Get out ahead...



...and get away!



Come out ahead on a Kawasaki!



You're ahead on a Kawasaki!



Out ahead on a Kawasaki!



You come out ahead!



Come out ahead on a Kawasaki!



You're ahead on a Kawasaki!



Out ahead on a Kawasaki, etc.

RIDING HIGH

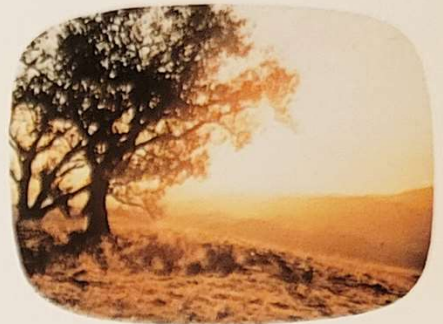
Kawasaki's F9 350 climbs a hill - to make sales climb for you!



SINGER: Far is better than near...



There is better than here...



Go is always better than stay...



SINGERS: Get out ahead...



...and get away!



Come out ahead on a Kawasaki!



You're ahead on a Kawasaki!



Out ahead on a Kawasaki!



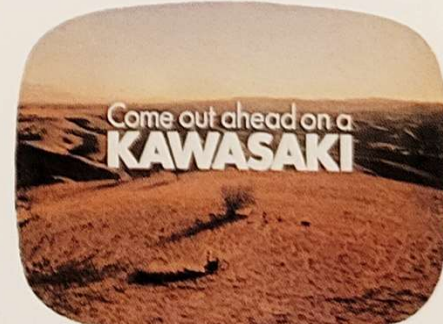
You come out ahead!



Come out ahead on a Kawasaki!



You're ahead on a Kawasaki!



Out ahead on a Kawasaki, etc.

BIG SPLASH

That's what Kawasaki's G4 100 will make with viewers – as it wades into action in this spectacular setting.



SINGER: Far is better than near...



There is better than here...



Go is always better than stay...



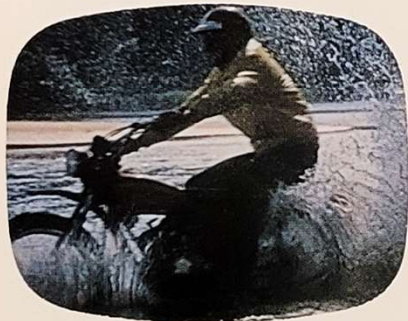
SINGERS: Get out ahead...



...and get away!



Come out ahead on a Kawasaki!



You're ahead on a Kawasaki!



Out ahead on a Kawasaki!



You come out ahead!



Come out ahead on a Kawasaki!



You're ahead on a Kawasaki!



Out ahead on a Kawasaki, etc.

**\$275,000
Contingency Program**



Kawasaki Kawasaki Kawasaki Kawasaki Kawasaki

New World Speed Record

For establishing a new world speed record for two wheeled motorcycles certified by A.M.A. and holding this record either for 60 days or on December 31, 1972 — \$35,000.

Other Events

Mint 400	
Overall Winner Receives	\$ 3,000
NORRA Baja 500	
Overall Winner Receives	\$ 3,000
NORRA Baja 1000	
Overall Winner Receives	\$ 3,000

Winners' Circle Money

In all above A.M.A. National Events, if a Kawasaki rider does not win, Kawasaki will pay \$500.00 to the highest placing Kawasaki rider finishing either second or third.

A.M.A. Grand National Enduro Champion

Winner receives a new 1973 Kawasaki 350cc F9 plus a trip for two to Daytona, 1973.

A.M.A. Amateur Class National Championship Winners—"A" Riders

Winner in each of the following classes will receive a 1973 Kawasaki production motorcycle of the same displacement class.

1/2 Mile	100cc	125cc	175cc	250cc		
Short Track	100cc	125cc	175cc	250cc		
Scrambles	100cc	125cc	175cc	250cc	350cc	
Hare Scrambles	100cc	125cc	175cc	250cc	350cc	
Moto Cross	100cc	125cc	175cc	250cc	350cc	
Road Race	100cc	125cc	175cc	250cc	350/500cc	750cc

Bonneville Speed Week

Rider in any of the following classes who establishes and retains a new world record for 1972 will receive a new Kawasaki of the same or closest displacement class.

C-C-350	C-C-500	C-C-750 (Stock Bikes)
APS-A-350	APS-A-500	APS-A-750
APS-A-1000	APS-A-3000	

General Information

Kawasaki's Contingency Program is designed to encourage and reward the Kawasaki rider. Therefore the following rules must be adhered to in order to claim an award.

- All winners must have ridden the race or set the record involved on a Kawasaki motorcycle, plainly marked as such in large letters. (The use of Kawasaki competition green for the motorcycle color is urged but not mandatory.)
- Where the award is based on winning a National Championship or series, the winner must have ridden a Kawasaki motorcycle in all events entered in that class or series.
- All winners must submit their claim in writing to Kawasaki Motor Corp. with:
 - An official results sheet signed by the sanctioning official.
 - A black and white photograph suitable for reproduction.
 - A signed publicity release granting Kawasaki Motors Corp. all publicity and advertising rights and use of the photograph in connection with the event won.

All inquiries about this program should be directed to:
Kawasaki Motors Corp.
Public Relations Department
1000 McClellan Avenue
Santa Ana, California 92705
(714) 540-9980

T.T. Nationals

Houston, Texas	Jan. 28
Gardena, California	May 6
Castle Rock, Washington	July 15
Peoria, Illinois	Aug. 13
Winner of Each Event	\$ 3,000

Half Mile Nationals

Los Alamitos, California	May 27
Louisville, Kentucky	June 3
Columbus, Ohio	June 25
San Jose, California	July 2
Salem, Oregon	July 9
Woodbury, New York	July 29
Gardena, California	Sept. 23
Winner of Each Event	\$ 3,000

Mile Nationals

Colorado Springs, Colorado	April 30
San Jose, California	May 21
Homewood, Illinois	Aug. 5
Indianapolis, Indiana	Aug. 26
Arlington Heights, Illinois	Sept. 9
Nazareth, Pennsylvania	Sept. 17
Winner of Each Event	\$ 3,000

A.M.A. Professional Moto Cross

Summer International Cup Series — 250cc	
Boise, Idaho	June 25
Olympia, Washington	July 2
Los Angeles, California	July 8
New Berlin, New York	July 16
Elkhorn, Wisconsin	July 23
Lexington, Ohio	July 30
Winner of Each Event	\$ 2,000
Fall Trans-A.M.A. Series — 500cc	
Eleven Events	
(Dates and places to be announced)	
Winner of Each Event	\$ 3,000

1972 A.M.A. National Championships

Road Races

Daytona, Florida	March 12
Ontario, California	October 1
Winner Expert Main	\$15,000
Winner Junior Main	\$ 2,000
Winner Expert/Junior 250cc	\$ 5,000
Atlanta, Georgia	April 16
Loudon, New Hampshire	June 11
Indianapolis, Indiana	June 18
Monterey, California	July 23
Talladega, Alabama	Sept. 3
Winner Expert Main	\$10,000
Winner Junior Main	\$ 2,000
Winner Expert/Junior 250cc	\$ 5,000

Short Track Nationals

Houston, Texas	Jan. 29
Santa Fe Park, Illinois	Aug. 11
Winner of Each Event	\$ 3,000

**Come out ahead on a
Kawasaki**

Overall Winner Receives \$ 3,000

NORRA Baja 500

Overall Winner Receives \$ 3,000

NORRA Baja 1000

Overall Winner Receives \$ 3,000

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add on a

