

A Conversation with Vice President

Business & Industry
Ka_a a b a



Senior Executive Vice President

Business & Industry

Unlike other business units that are mainly directed at corporate customer, the motorcycle & engine business focuses on consumer products. Our business can be divided broadly into off-road, fuel, for-wheel, and Jet Ski vehicle business units, in each directed with consumer through our products, and our general-purpose engine business units provide products to OEM companies. In either case, the Kawasaki brand name is the selling point in the products.



The Kā a aki brand is known worldwide for its mo,orc cle b line , o l e pec, man people ac, all eq a.e Kā a aki i,h mo,orc cle man fac, ring.

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