

# ADVENTUROUS... EXHILARATING... FUN... KAWASAKI!

**Kawasaki**

*Kawasaki bills itself as The Good Times™ company, but its products have something in common beyond fun: a driving need for speed. Whether hitting the trail on a sport bike or thundering down the highway in a cruiser, navigating an ATV or tearing through the waterways on a Jet SKI®, Kawasaki's customers are ready to move. Now the Kawasaki brand and all its adventurous imagery is available for an action-packed lottery game. Let the Good Times Roll™ by launching a Kawasaki-themed instant ticket in your marketplace...*



## WHY LAUNCH A KAWASAKI INSTANT GAME?

- For over 40 years, *Kawasaki* has brought consumers the highest level of fun and adventure
- ATVs, Motorcycles, Utility Vehicles and Watercraft are just some of the unique consumer products that have made the *Kawasaki* brand a household name around the world and can be perfectly captured on an instant ticket
- Today, *Kawasaki* boasts 1.6 billion dollars in sales and over 1500 points of distribution nationally – a testament to the overwhelming acceptance of the brand and its products at retail
- Special promotional events attract millions of consumers each year and can be a great tie-in to an instant ticket launch or a promotional program
- The *Kawasaki* brand holds particular appeal to the most sought after demographic market segments in North America
- An extensive annual ad budget supports the brand to keep it top of mind with consumers
- *Kawasaki's* "Let the Good Times Roll" trademark tag-line translates extremely well in the lottery world
- Desirable prizing of Motorcycles, Watercraft or ATVs provide gamers with additional motivation to play

**BRAND** new possibilities  
instant **RESULTS**

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