



GE Consumer Finance  
Auto Warranty Services

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## NEWS RELEASE

### SPORT MOTORCYCLE MAKER REVS UP VEHICLE PROTECTION IN FLORIDA

#### **Kawasaki Motors Corp., U.S.A. and GE Auto Warranty Services Team to Provide Coverage for Florida Consumers**

**LAKEWOOD, Colo. – April 12, 2005** – GE Auto Warranty Services and Kawasaki Motors Corp., U.S.A. (KMC) today announced that GE Auto Warranty Services will administer Kawasaki's extended warranty plans to its Florida customers.

GE Auto Warranty Services developed and currently administers Kawasaki's Good Times™ Protection Plan (GTPP) program for its Florida customers. GTPP covers Kawasaki motorcycles – including the leading-edge Ninja® and Vulcan® lines – as well as Kawasaki all-terrain vehicles (ATVs), Mule™ utility vehicles and Jet Ski® personal watercraft.

GE Auto Warranty Services brings its technical experience with speed to market, electronic certificate fulfillment and e-claims filing, simplifying the process for Kawasaki dealers and customers. "This new arrangement between two great brands creates the potential for a virtually worry-free ownership experience for Kawasaki customers," said Jim Slavik, president of GE Auto Warranty Services.

Tom Orbe, vice president of sales and marketing at KMC, said the new arrangement with GE Auto Warranty Services is part of the powersports brand's commitment to providing American consumers with the most exciting products and services in the industry. "Kawasaki is fast becoming the most aggressive, high-performance brand in the powersports industry, and we want to provide our customers with the very best service available," said Orbe. "We're very pleased with the competitive service that GE Auto Warranty Services provides."

"By focusing their expertise on the specific needs of our Florida dealers and their customers, they're enhancing the Kawasaki experience – which means our customers get to spend more time riding instead of dealing with warranty issues," Orbe added.

#### **About Kawasaki Motors Corp.:**

Headquartered in Irvine, Calif., KMC is the wholesale distributor of Kawasaki motorcycles, ATVs, watercraft and utility vehicles for sale in the United States, and oversees national sales and marketing programs, as well as professional and amateur racing. More than 1,500 independent Kawasaki dealers serve the greater United States and the brand is known worldwide for its famous tagline "Let the good times roll.™"

### **About GE Auto Warranty Services:**

GE Auto Warranty Services, a part of GE Consumer Finance, is a leading provider of vehicle service contracts and related products. For more information, visit [www.geaws.com](http://www.geaws.com). To contact GE Auto Warranty Services, call 1-800-828-1392 or e-mail [awssales@ge.com](mailto:awssales@ge.com)

### **About GE Consumer Finance**

With more than \$151 billion in assets, GE Consumer Finance, a unit of General Electric Company, is a leading provider of credit services to consumers, retailers and auto dealers in 41 countries around the world. GE Consumer Finance, based in Stamford, Conn. (USA), offers a range of financial products, including private label credit cards, personal loans, bank cards, auto loans and leases, mortgages, corporate travel and purchasing cards, debt consolidation and home equity loans and credit insurance. More information can be found online at <http://www.geconsumerfinance.com/>.

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