Heightened Awareness as an Environmentally Friendly Brand

Key Strategies and Targets under Eighth Environmental Management Activities Plan (FY2014-FY2016) and Fiscal 2016 Results

Heightened awareness as an environmentally friendly brand

 Leverage Kawasaki Green Product Promotion Activity Introduce to the public products that have passed conformity assessment

2 Enhance image through external evaluations and rankings Work to raise Kawasaki's environmental ratings

Registered 11 products as Kawasaki-brand Green Products following conformity assessment

Responded to questionnaires of various external evaluation organizations, including DJSI, CDP and Toyo Keizai. Received third-party verification from SGS Japan Inc. on greenhouse gas emissions in fiscal 2016

Toward Heightened Awareness as an Environmentally Friendly Brand

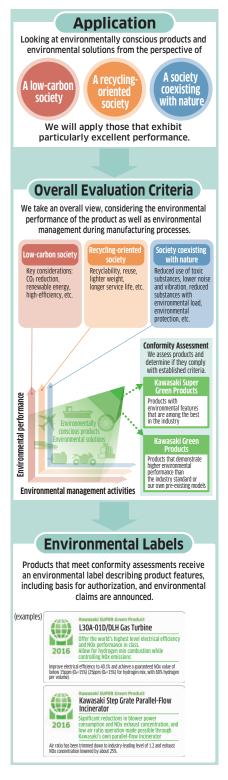
We actively distribute information externally about Kawasaki-brand Green Products, which have passed conformity assessment under the Group's own criteria, in a way that makes environmentally conscious products easy to understand. As in the previous fiscal year, we selected 11 products in fiscal 2016, bringing the lineup of green products to 32 since the program was initiated in fiscal 2014.

1. Kawasaki Green Product Promotion Activity

To realize our Group Mission: "Kawasaki, working as one for the good of the planet," we will draw on high-level, comprehensive technological capabilities over the Kawasaki Group's extensive range of business pursuits to create new value for coexisting with nature and building a brighter, more comfortable future for generations to come. We have launched Kawasaki-brand Green Products, a program in support of the Group Mission objective and through which we will boost the environmental performance of products and accelerate the reduction of environmental impact caused by associated manufacturing processes. The products selected for this program must meet self-established criteria and are categorized as either Kawasaki Green Products or Kawasaki Super Green Products. The products are then labeled compliant with ISO 14021, and the list is made public.

The program logo embodies the Group's commitment to environmental sustainability through products and manufacturing. The three pillars in the logo represent our primary business areas—land, sea and air transport systems, energy and environmental engineering, and industrial equipment—and the innovative and advanced technological capabilities in these respective areas form a firm foundation for these pillars, which together support the global environment.





2. Product Assessment

For newly developed and designed products, as well as for particularly important products, Kawasaki assesses products according to such criteria as resource and energy savings and recycling potential, with the goal of reducing the environmental impact of our products during their life cycles. Because specific evaluation techniques vary depending on the type of product, each business segment draws up product assessment rules appropriate to the characteristics of the respective product. The main evaluation items of product assessment are shown below.

- 1 Product weight reduction
- Product energy saving
- 3 Longer product life
- 4 Product safety and environmental conservation effectiveness
- **5** Measures for product disposal and recycling
- 6 Environmental impacts when problems or other extraordinary circumstances occur
- Provision of information for use and maintenance
- **8** Compliance with regulations

3. External Information Disclosure

At Kawasaki, we vigorously pursue disclosure of environmental information through many external evaluation organizations, including the CDP Climate Change Information Request, published by the Carbon Disclosure Project (CDP); the Environmental Management Survey, conducted by Nikkei Research Inc.; the Toyo Keizai CSR Survey; and the Dow Jones Sustainability Index.

Key Strategies and Targets under Ninth Environmental Management Activities Plan (FY2017-FY2019)

Heightened awareness as an environmentally friendly brand

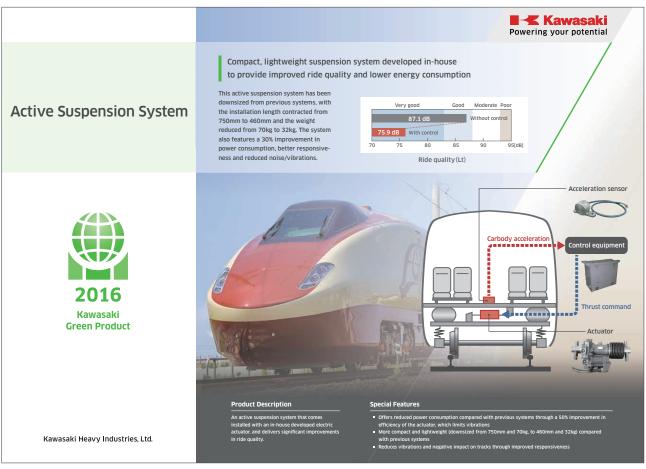
1 Leverage Kawasaki Green Product Promotion Activity

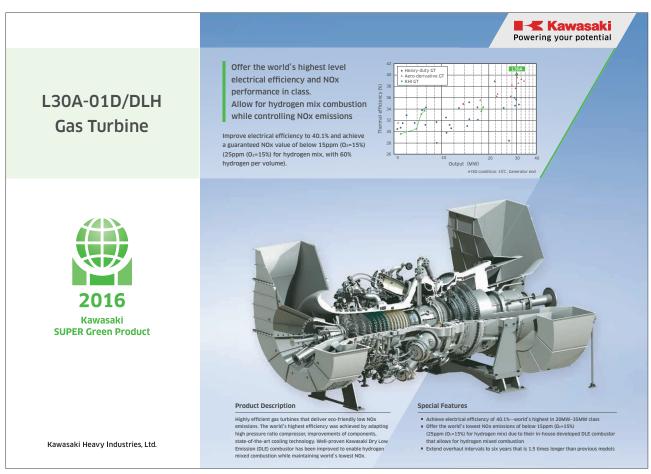
Register Kawasaki-brand Green Products every year and release data to public

2 Enhance image through external evaluations and rankings

-> Announce results of third-party verification, improve evaluations under such schemes as CDP (Carbon Disclosure Project: world's most authoritative CO2 index), and sustain placement in Dow Jones Sustainability Index

The Third Set of Kawasaki-brand Green Products

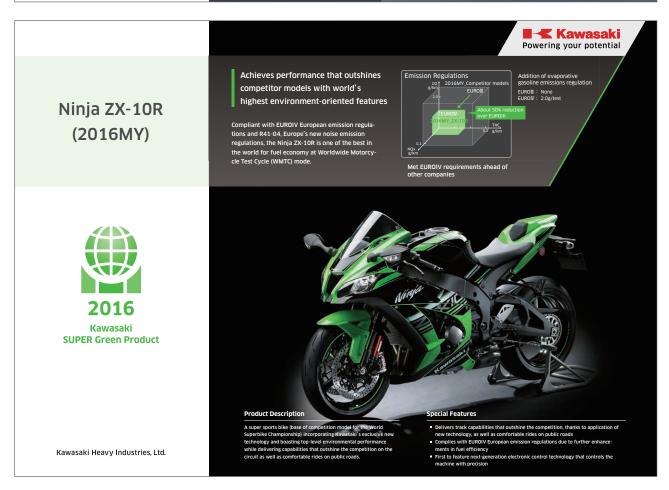












Z125/Z125PRO (2016MY)



Kawasaki Heavy Industries, Ltd.

Kawasaki Powering your potential Deliver sporty and powerful rides on Exhaust Emissions top of excellent fuel performance and low exhaust emissions The Z125/Z125PRO offer a 13% increase in output from the KSR110, a 13% improvement in WMTC fuel economy, and significant reductions in carbon monoxide, total hydrocarbons and NOx in exhaust or models to the KSR110 that provide significant improve









Kawasaki Heavy Industries, Ltd.







Approaches by the Motorcycle & Engine Company

Reducing Exhaust Emissions

In fiscal 2016, we began sales of ZX-10R, a model that exemplifies our efforts to achieve cleaner exhaust gas from motorcycles on a world-caliber level.

The fully electronic throttle actuation system enables the ECU to control the volume of both fuel (via fuel injectors) and air (via throttle values) delivered to the engine, continually generating ideal fuel injection and throttle valve position. This not only results in smooth, natural engine response and ideal engine output but also enhances fuel efficiency and reduces emissions.

Ninja ZX-10R (overseas model)



Promoting the 3Rs

Since October 2004, we have operated an independent motorcycle recycling system in cooperation with three other motorcycle manufacturers and 12 importers in Japan. In fiscal 2016, we achieved a recycling rate of 96.7%. Since October 2011, the user burden of recycling costs has become completely free of charge.

For new-model motorcycles, we emphasize environmentally conscious designs highlighting reduced materials and more recycling, right from the development phase. We conduct preliminary evaluations of efforts related to the 3Rs-reduce, reuse and recycle-before commencing design, prototyping and mass production phases. In particular, we seek to increase recyclability through greater use of materials that are easy to recycle and we have achieved a potential recycling rate exceeding 90% on every model, with most models exceeding 95%. This potential recycling rate was calculated based on the Guidelines for Definition and Calculation Method on the Recyclability Rate for New Vehicles (1998 Japan Automobile Manufacturers Association).

Reducing and Eliminating Environmental Substances of Concern

For new-model motorcycles sold in Japan, we already meet the voluntary targets of reduced environmental substances of concern (lead, mercury, hexavalent chromium and cadmium) set by the Japan Automobile Manufacturers Association, and we have also achieved voluntary targets for older models still being sold.

For general-purpose engines and JET SKI watercraft, there are no Japanese regulations such as the JAMA voluntary reduction targets, but we are making elimination and reduction efforts that follow those applied to motorcycles, and we had achieved voluntary reduction targets for lead, mercury and cadmium by fiscal 2008. Hexavalent chromium had been contained to a very small amount, but we completed its elimination in fiscal 2009.