

To: Kawasaki USA Public Relations  
From: Paul Pencikowski (Photojournalist)  
Sub: E-Proposal to radically-increase the awareness of the riding-public regarding Kawasaki off-road motorcycles

During my 30+ year career as both Naval Aviator and aerospace professional, I have always been an avid motorcyclist. In fact, for a brief time in the 1980's I was a feature contributor to **Rider** magazine. Attached is my road-test on the Kawasaki KZ-1100, still the Gold Standard for air-cooled powertrains.

Fast-forward to today: I am (as a retirement endeavor) a photojournalist of off-road adventures. Specifically, aboard Kawasaki's such as my KLX-450R and KX-250F.



In writing these stories, it occurred to me that such coverage is nearly completely lacking in Kawasaki PR/advertising. **I can fill this void!**

My goal is to continue the exploration of America's offroad-riding areas and "organized rides" with my small fleet of Kawasaki's (KDX-200 not in picture), but to do so ***I am asking for financial assistance from Kawasaki...***

I am not looking for a "job". **I am seeking a retainer of \$500/month** for which I will write two stories/month similar to the examples, which are linked via page-2.

There would be no set schedule, no set itinerary.

This can be huge for Kawasaki. Some of my stories have had 15,000+ downloads, and from an initial distribution of just 80 personal friends, I average 1,500 downloads.

The Kawasaki task would be to take my stories, and distribute the links to selected outlets/users. In a statistical sense, this would likely yield downloads/viewings in the millions as now I am 100% “un-advertised” and yet have a 20:1 multiplier from initial-distribution (no commercial channels, personal friends only) to final-audience.

In monetary terms, you would likely put the “Kawasaki message” in front of a potential customer for 1-cent (\$500 divided by 50,000 viewers). For two stories/month, that’s one-half-cent per viewer!

From an “efficiency” perspective, I can usually release these stories (fully-edited) within 12 hours after the completion of the event (if I were a rider) or 4 hours if I were an observer/photographer.

Additionally, I am a dynamic public speaker, available to support Kawasaki at selected venues, and in-fact I am a national award-winner (McGraw Hill) for my writings/research.

In conclusion, I am...

1) Proven 2) Popular 3) Efficient 4) ***Cheap!***

A Los Angeles resident, I am available for conference on short notice, or via phone at virtually any time (310-902-4005).

Cheers!

Paul Pencikowski

Links-to-stories & info...

**China Lake 300** [www.pencikowski.com/articles/ChinaLake300v5.pdf](http://www.pencikowski.com/articles/ChinaLake300v5.pdf)

**Heaven in My Own Back Yard!** <http://www.pencikowski.com/articles/CNF-Lake-fix-V2.pdf>

**Delivery Day! Kawasaki KLX-450R** [www.pencikowski.com/articles/DeliveryDay.pdf](http://www.pencikowski.com/articles/DeliveryDay.pdf)

**Career Resume** <http://www.pencikowski.com/articles/RetiredRes1.pdf>

**McGraw Hill Laurels** [www.pencikowski.com/articles/Laurels\\_pic.pdf](http://www.pencikowski.com/articles/Laurels_pic.pdf)

## Companion Test

# Kawasaki KZ1100A3

Capable and unpretentious, this heavyweight contender has the right moves for American sport-touring

Paul Pencikowski

The speed and flash of the Kawasaki GPz series and the new turbo K-bike have conspired to steal the thunder from the KZ1100 shaft. It's a shame.

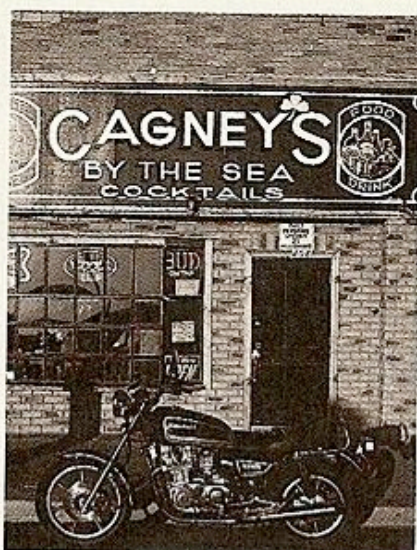
This 1100cc shaftie is a motorcycle with an extremely broad range of capabilities. Handling, acceleration, braking, smoothness, comfort, reliability—it's all there.

For the touring rider, Kawasaki-by-Vetter accessories (fairing, bags, trunk), fit perfectly; mounting lugs and fittings are built into every KZ1100.

Air shocks and forks, all with equalizer tubes, provide a wide range of adjustability. The softer settings yield an extremely comfortable freeway ride. Bumping up the pressures will yield the firmness and ground clearance necessary to satisfy the back road burner types.

But the heart and soul of this motorcycle is its power plant. Kawasaki accomplishes smooth running through design refinement coupled with a rubber mounted engine. Cruising speed vibration is virtually nil in the bars and pegs, with only very slight tingling coming through the seat. Horsepower comes from 1089cc displacement, 34mm Mikuni carburetors and mild 270-degree duration cams, a combination that produces 100 very strong, Clydesdale-size horsepower.

Drivability is superb. Throughout the operating range of the engine, whether in town or smoking down the back roads, there was never a misfire, stagger or burp of any kind from the engine. Starting in 45-degree weather was excellent, with a one-second blip of the starter firing up the slightly cold-blooded engine.



Gearing is near perfect. First gear will take you to 55 mph while not requiring any fancy clutch-throttle manipulation to prevent stumbling off the line—even with a passenger. Top gear at first seems a bit high—61 mph is 4000 rpm—but the mileage penalty extracted is a very small price to pay for having real power always on tap. Going faster (right now!) is merely a throttle-twist away.

Fortunately, superb brakes complement the big-time horsepower. The front brakes in particular are amazingly powerful. Kawasaki has produced a disc/pad/hydraulic/lever relationship that is ideal.

The seat rates an eight on a 10 scale. The foam is a bit too soft, allowing heavier riders to overly compress it. The slight forward tilt means riders piloting from behind a windshield or fairing are kept in an oh-so-slight forward slide. This same tilt also keeps your passenger in close proximity. Still, it's suitable for many hours on any type of road. Low seat height means anyone five foot six inches and over can comfortably reach the ground.

The mirrors are first-rate, with an excellent field of view. Either mirror can be set to see directly behind the motorcycle while still providing good coverage out to the sides. They are also tinted, significantly reducing daytime glare yet not sacrificing night utility.

The self-canceling turn signal logic is an effective four seconds plus 154 feet. Also included are hazard flashers, a good safety feature. But remember that actuation (which turns on the taillight and flashes all four turn signals) will kill the battery in half an hour.

This is a big bike, but it is a good-handling big bike. The KZ1100 shaft can cut the left/right/left cornering transitions in a very sporting manner. Winding mountain roads demand serious mid-range power to keep from encountering the gear-shift frenzies. This engine's

mid-range will make you love this motorcycle. Insanely fast averages over curvy roads can be maintained comfortably merely by locking the bike up in 5th, dialing in a handful of throttle to speed up (way up!) and using the powerful brakes to haul yourself down. Next corner, repeat the procedure. Great fun! Motoring in this style is extremely enjoyable because pilot workload is so low; only moderate concentration is required and your right hand does all the work.

The shaft drive of the KZ1100 is among the best in motorcycling. Drive-train lash is quite well controlled, and rear oscillations caused by large throttle manipulations are virtually nil. And think of the rewards: zero adjustment hassles and no chain-lube mess.

Fuel economy of the bike was outstanding for an 1100cc machine. Steady 62-mph freeway cruising (solo rider, saddlebags, windshield) gave 46 mpg. The bike averaged 45 mpg over the 3200 miles of the test. With 4.3 gallons of fuel (not counting reserve), count on a 200-mile cruising range with the 1.3-gallon reserve good for at least 50 miles.

The bike is a looker. Both other riders and non-bike people alike would comment daily on the understated good looks of the motorcycle. Quality paint with excellent pinstriping covers the bike, and the chrome is lustrous.

This is a truly good motorcycle with handsome appearance, super engine, fine brakes, sporting handling, comfort and exceptional economy. It excels as a cross-country machine for riders who venture off the freeway. But it can also roll merrily down the interstate.

You can buy a single-purpose motorcycle to better the KZ1100 in specific areas. Can you buy one that performs so well in so many areas? That won't be easy. □

### Kawasaki KZ1100A3

Sugg. Retail Price • \$4099  
Warranty • 12 mos, unlimited mileage

#### Engine

Type • 4-stroke, 4-cylinder  
Displacement • 1089cc  
Bore & Stroke • 72.5mm x 66.0mm  
Cams & Valves • DOHC, 2 valves per cylinder  
Cooling • Air  
Gears • 5  
Final Drive • Shaft

#### Chassis

Tires, front • 3.50 x 19  
rear • 130/90 x 16  
Wet weight • 602 lbs.  
Seat height • 31.1"

#### Touring Performance

Fuel Capacity • 5.65 gallons  
Fuel consumption • 46 mpg  
Load Capacity • 410 lbs.