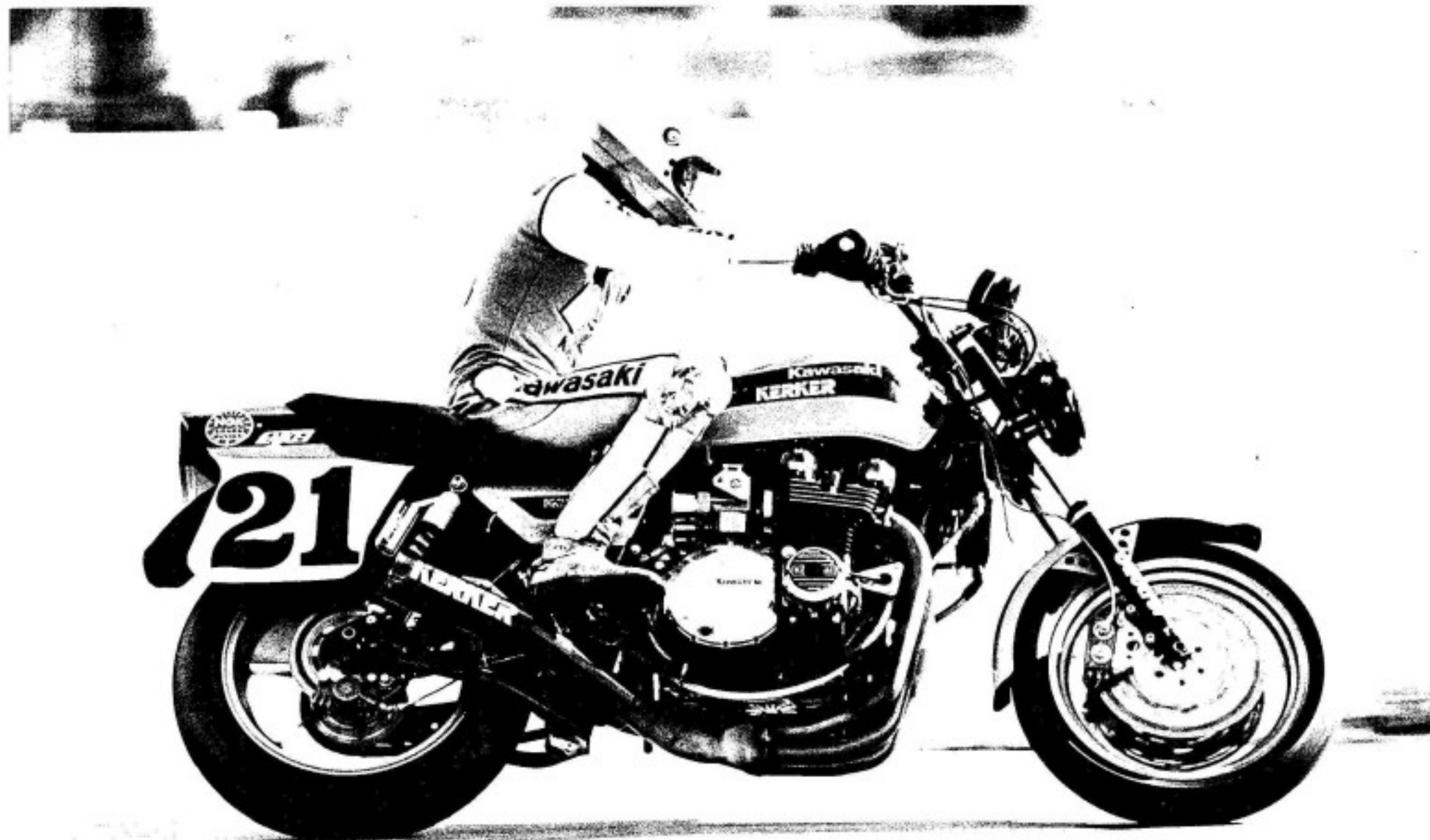


EDDIE LAWSON – TEAM KAWASAKI/KERKER SUPERBIKE 1981



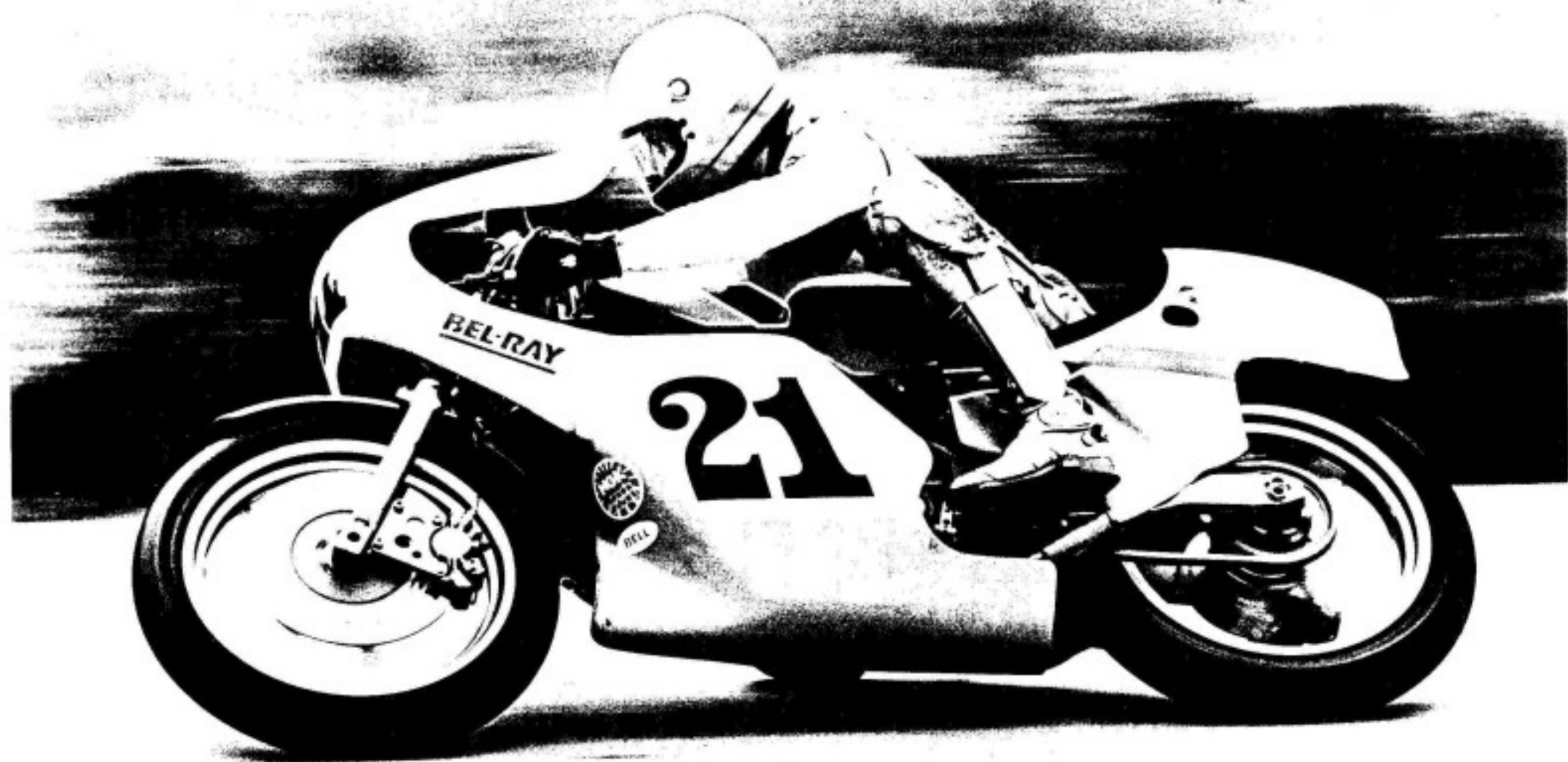
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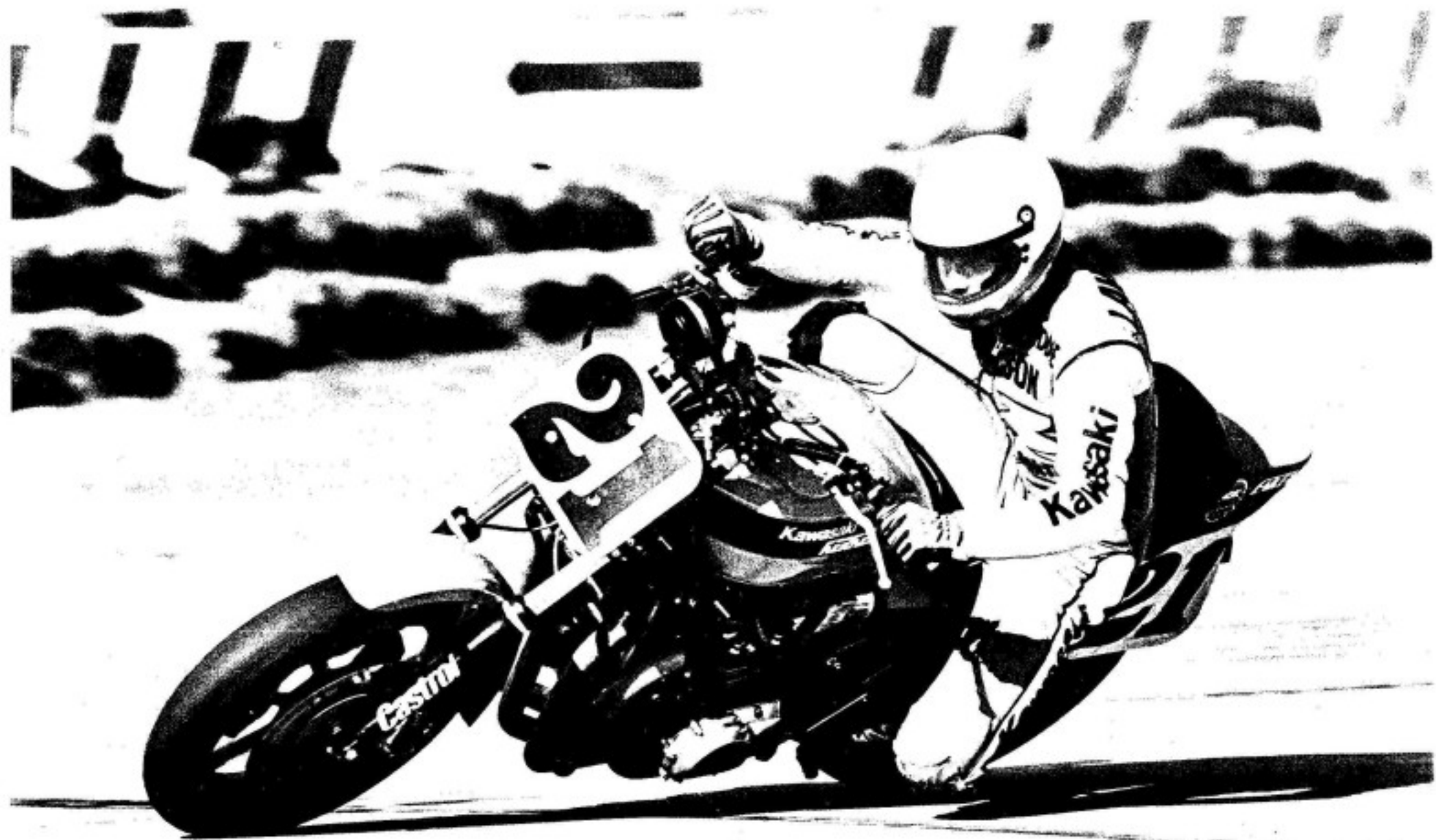
Kawasaki

KERKER®

EDDIE LAWSON - TEAM KAWASAKI — 250GP EXPERT



1980 AMA 250 EXPERT LIGHTWEIGHT NATIONAL CHAMPION



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FOR IMMEDIATE RELEASE

TEAM KAWASAKI'S EDDIE LAWSON SHOOTS
FOR SUPERBIKE LEAD AND A PERFECT 250GP SEASON
AT POCONO AUGUST 15-16

"We're only three points out of the lead and the Pocono race will go a long way to determine whether we'll finish first or second for the Superbike title. Things are going our way right now, the KZ1000 is running strong and faster and Pocono is a fast track. I need to win here to get a little breathing room going into the last two Superbike events. I want this title so bad that they'll have to ride their wheels off to catch me."

Eddie Lawson, the Team Kawasaki/Kerker Superbike rider and current 250 AMA road racing champion, doesn't usually talk that much. The soft-spoken motorcyclist from Ontario, California usually lets his race track performance speak for him.

Following his convincing victory at Laguna Seca, July 19th, making it three straight Superbike wins, Lawson comes to Pocono just two points behind defending champion, Wes Cooley. Eddie also clinched his second consecutive Expert Lightweight title with an easy Laguna win. He remains undefeated in the 250GP class.

Lawson has won eight 250 road races in a row using both the innovative belt-driven Kawasaki and the chain-driven machine.

"It's obvious the 250 runs fast with or without belt drive," said Lawson. "And nobody builds a 250 engine like Kawasaki's Steve Johnson, so I wasn't too worried about the GP class this year."

(more)

"Handling on the Superbike is tremendously improved this year; I can drive deeper and quicker into the turns. It's a beautiful, powerful motorcycle."

The Kawasaki Superbike effort is co-sponsored by Kerker Headers, Castrol Racing Oil, NGK Spark Plugs and Enkei, Japan.

In what Lawson considered a good "tune-up" race for Pocono, he teamed with Ron Pierce July 25-26 to win the AFM Budweiser 6-Hour Endurance Race at Riverside International Raceway, riding a similar KZ1000 to his Kerker/Kawasaki Superbike.

Lawson is a former champion dirt track racer and made a brief return to his older favorite sport earlier this year in Houston. Lawson, considered rusty since taking to the road racing circuits, still managed a sixth place finish.

"Before winning the 1977 Daytona Novice 250 road race, everything was dirt track for me. Winning eleven consecutive half mile races at Ascot Park in California is still one of the high points in my racing career."

Lawson was only 16 years old when he won the 1975 AMA dirt track western regional championship. He was named dirt track AMA Pro Rookie of the Year in 1978.

Since then, the 22-year-old speedster has limited his dirt track racing, concentrating on the paved race courses, running last season under the Kawasaki/Kerker banner in Superbike and Team Kawasaki's GP 250 events. He was an instant champion, dominating the GP 250 expert lightweight class on a KR250, setting track records at Ontario Motor Speedway, Riverside Raceway and Willow Springs Raceway. At Road Atlanta he won both the 250 and Superbike events.

(more)

Just when he appeared to have a second championship wrapped up---the AMA Superbike title---aboard the potent KZ1000, he spilled in the season finale at Daytona.

Lawson had a 13 point lead going into the final and needed at least a sixth place finish to add the Superbike title to Team Kawasaki's trophy case.

Six laps into the race an oil fitting let go, greasing up the bike's rear tire and Lawson was lucky to be uninjured in a 70 mph high-side crash.

Wes Cooley won the race and appeared to win the overall title, but Kawasaki filed a protest, indicating that the rival's bike frame was illegal. A few months later, AMA officials ruled in Cooley's favor, although the frame had been altered, and the title was lost on a controversial technicality. Had Lawson won, it would have been Kawasaki's third Superbike Championship in four years.

"It was the worst way to lose, but I don't like to win that way either. But I couldn't take that problem to the track with me this year. So we started over and with one title in the bag, we'll be going flat out for the Superbike championship."

So far Lawson and Team Kawasaki have been on the right track, unbeatable again in the 250 GP division and coming on stronger as the Superbike Series moves to Pennsylvania's Pocono Raceway.

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FOR IMMEDIATE RELEASE

THE KAWASAKI/KERKER KZ1000 SUPERBIKE

One of the most potent and successful entries in the 1981 AMA Superbike competition series is the beautifully prepared Team Kawasaki/Kerker machine. Kawasaki's Team rider, Eddie Lawson, Ontario, California, the 1980 AMA Superbike class runner-up and current AMA 250 GP Expert Lightweight Champion, will be piloting the powerful KZ1000.

TEAM KAWASAKI/KERKER SUPERBIKE SPECIFICATIONS:

Engine type	Four-stroke transverse vertical four
Valve arrangement	Double overhead camshafts
Bore and stroke	69.4mm x 66.0mm
Displacement	998.6cc
Compression ratio	9.2:1
Carburetion	Four 31mm Mikuni constant velocity
Lubrication	Wet sump
Starting system	Push start
Ignition	CDI
Dry Weight	416 lbs.
Brakes	Oversize dual discs front, single disc rear
Exhaust headers	Kerker
Oil	Castrol R
Tires	Good Year
Spark Plugs	NGK
Color	Lime Kawasaki Team Green, blue, gold & black trim

The 1981 Kawasaki/Kerker Superbike is fitted with an aluminum swing-arm, strengthened front forks and meets all AMA specifications as outlined in the 1981 Rule Book, Superbike classification.

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FOR IMMEDIATE RELEASE

TEAM KAWASAKI'S EDDIE LAWSON
CLOSES IN ON SUPERBIKE TITLE

WITH 17 POINT LEAD AT DAYTONA FINALE, OCT. 3-4

"This is it, the Superbike showdown at Daytona, and I'm in almost the same position as last year. Only this time, the AMA National Superbike title will be mine. I've never wanted a win as bad as this Daytona event," said Eddie Lawson.

Lawson, the Team Kawasaki/Kerker Superbike rider and current 250 AMA road racing champion, doesn't usually talk that much. The soft-spoken motorcyclist from Ontario, California, who now has a 17-point Superbike Series lead, usually lets his race track performance speak for him.

Following his electrifying victory at Seattle International Raceway, September 13, beating Freddie Spencer, Lawson is set to take the Superbike title that eluded him last year after a controversial AMA ruling. Last year's series winner, Wes Cooley, is out of the hunt in third place. The Daytona showdown October 4, will be Lawson vs. Freddie Spencer for the Championship.

Last year, just when Lawson appeared to have the AMA Superbike title wrapped up, he spilled on the KZ1000 in the season finale at Daytona.

He had a substantial lead going into the final and needed at least a sixth place finish to add the Superbike title to Team Kawasaki's trophy case.

Six laps into the race an oil fitting let go, greasing up the bike's rear tire and Lawson was lucky to be uninjured in a 70 mph high-side crash.

(more)

Wes Cooley won the race and appeared to win the overall title, but Kawasaki filed a protest, indicating that the rival's bike frame was illegal. A few months later, AMA officials ruled in Cooley's favor, although the frame had been altered, and the title was lost on a controversial technicality. Had Lawson won, it would have been Kawasaki's third Superbike Championship in four years.

Lawson opened the 1981 Superbike season with a DNF at Daytona, making this year's climb to the top even tougher. The 22-year-old speedster, considered by many motorcycle aficionados to be the finest rider on the circuit today, mounted a comeback with the strong Kawasaki/Kerker machine, scoring a third at Talladega. He then captured three straight Superbike wins at Elkhart Lake, WI (5/31), Loudon, NH (6/20), and Monterey, CA (7/19).

Throughout the year, Lawson also dominated the 250 GP Expert Lightweight class. He won four of five races in the series to win his second consecutive national championship.

Lawson, in winning the 1981 250 GP championship, used both the innovative belt-driven Kawasaki KR250 and the chain driven machine.

"The 250 ran fast with or without the belt-drive," said Lawson. "With Kawasaki's Steve Johnson building the engines, I wasn't too worried about taking the GP class this year."

With a second place Superbike finish at Pocono, followed by his wheel-to-wheel win at Seattle, one of the closest and most exciting races of the series, Lawson edged his way into a comfortable point lead for the final event of the year at Daytona.

"According to the odds, I could finish anywhere in the top 11 positions and still take the title," said Lawson. But that's not my style. I'm on the track to race and I want to go out with a Superbike win. We've proved we can outrun the competition and a Daytona win will really make this a satisfying season for our team."

(more)

The Kawasaki Superbike effort is co-sponsored by Kerker Headers, Castrol Racing Oil, NGK Spark Plugs and Enkei, Japan.

In July, Lawson teamed with Ron Pierce to win the AFM Budweiser 6-Hour Endurance Race at Riverside International Raceway, riding a KZ1000 similar to his Kawasaki/Kerker Superbike.

Lawson is a former champion dirt track racer and made a brief return to his old favorite sport earlier this year in Houston. Lawson, considered rusty since taking to the road racing circuits, still managed a sixth place finish .

"Before winning my first major road race, the 1977 Daytona Novice 250, everything was dirt track for me," said Lawson. "Winning eleven consecutive half mile races at Ascot Park in California is still one of the high points in my racing career," he continued.

Lawson was only 16 years old when he won the 1976 AMA dirt track western regional championship. He was named dirt track AMA Pro Rookie of the Year in 1978.

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FOR IMMEDIATE RELEASE

EDDIE LAWSON
TEAM KAWASAKI - ROAD RACING

Rider:	Eddie Lawson
Birthplace:	Ontario, California
Age:	22
Height:	5 ft., 10 in.
Weight:	135 lbs.
Hair:	Brown
Eyes:	Hazel
Residence:	Upland, California

Eddie Lawson made an easy transition from professional dirt track racing to national championship road racing, making an auspicious debut at Daytona International Raceway, winning the Novice 250 event in 1977.

Since then, Team Kawasaki's Eddie Lawson has become one of the top five American road racers and is considered by many of the sport's elite to be today's best young American rider. He's proved worthy of that recognition, easily winning both the 1980 and 1981 AMA 250 Expert Lightweight National title. Lawson also had the 1980 AMA Superbike title won when a spill at Daytona and a controversial AMA decision snatched it away.

Kawasaki has developed new motorcycles and engines that give Lawson the confidence to reach his 1981 goals---introducing an innovative belt-driven KR250 for the Expert Lightweight division and building the ultimate KZ1000 for the Team Kawasaki/Kerker effort.

(more)

Lawson has been riding motorcycles since he was seven, encouraged by his grandfather, Chuck Long, who spent his early years aboard Indian and Harley bikes on the Grand National circuit.

By age 12, Lawson was competing in enduros, then moved to the dirt tracks. He tried a few motocross events, but settled on dirt track---"I stayed with dirt tracking because I didn't want to get beat up in motocross; I felt there was more precision required for dirt track racing.

"In the first event I ever entered at Ascot Park, I rode a Cooper bike. And, I won. Then the officials disallowed my bike, even after it had passed inspection."

Lawson went on to become somewhat of a sensation on dirt, at one stretch winning 11 straight events as a pro at Ascot in Southern California.

He also entered a few AFM club road races in 1972 but his first serious and successful road racing effort came at Daytona in 1977.

Following that Novice 250 win, he split his riding time between dirt and paved tracks. His first national road race as an expert was 1978 at Sears Point. He finished second.

A year later, at the same track, he pushed Kawasaki-mounted Freddie Spencer to the wire in the Superbike class and was approached by Team Kawasaki Racing Director, Gary Mathers.

"I'd always hoped for a factory ride. At first I didn't think Kawasaki was serious, then Gary called me at home and asked if I'd like to ride the KZ1000 at Daytona."

The Kawasaki ride came together for the 1980 season and the record books tell the story. Team Kawasaki put Lawson on their 250 and he was flawless. And, equally consistent on the Kawasaki/Kerker Superbike.

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FOR IMMEDIATE RELEASE

KAWASAKI'S GP EXPERT LIGHTWEIGHT MOTORCYCLE

THE KR250 GP - BELT DRIVE

Team Kawasaki speedster, Eddie Lawson, dominated the 250 Expert Lightweight division last season, setting at least three track records and running away with the 1980 AMA 250 championship.

This year started with no exception as Lawson gave the competition a riding lesson on the Daytona road course in March aboard an all-new KR250.

The big surprise from Team Green was introduced at Road America, Elkhart Lake race---Eddie's GP 250 bike was belt-driven---the first of its kind ever entered in motorcycle racing. And he won going away!

The belt-drive manufactured by Gates Rubber Co., was introduced with Kawasaki's 1980 KZ440D street machine.

Constructed of extra-strength polyurethane, Dupont Kevlar fiber and a nylon fabric tooth facing, the belt is similar to those used for cam shaft drive on automobile and boat racing engines.

According to Lawson and Kawasaki's Steve Johnson, who is responsible for building the 250 GP engine, tests conducted at Daytona earlier this year using the belt-drive showed speeds comparable with the times run on last year's chain-driven championship machine. (Lawson did use the chain-driven 250 in the Daytona win as more testing and development was scheduled for the belt-drive racing set-up.)

(more)

Johnson indicated that a stronger, slightly wider belt has been developed by Gates, and with the new engine's power, the 250GP Kawasaki could prove to be more effective than ever before.

It all proved to be the hot set-up as Lawson ran practically unchallenged at Road America, winning his second consecutive 250GP event this season, with more than a 25 second lead at the finish.

With the threat of rain at Loudon's Bryar Motorsport Park on June 21, Team Kawasaki decided to jump back to the chain driven set-up. But, with or without belt drive, "Fast Eddie" sped away to his third victory in as many outings aboard the flawless running 250GP machine.

Lawson proved unbeatable again at Laguna Seca, July 19th, this time aboard the belt-driven Kawasaki KR250, making it four-wins-in-a-row to clinch his second consecutive Expert Lightweight AMA Championship title.

The Pocono race, August 16th, is the final 250 GP National of the season.

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