

Kawasaki Motors Corp., U.S.A.

Connect Mobile App

Dealer Administrative Portal User Guide

Table of Contents

Introduction	2
Accessing the Portal and Signing In	3
Site Address	3
Sign In	3
Forgotten Password	3
Sign Out	3
Administrative Portal Dashboard	4
Manage Dealer Profile	5
Adding Your Logo	5
Removing Your Logo	5
Changing the Background	6
Customize Dealership Offers	7
Creating A New Offer	8
Publishing An Offer	8
Modifying or Deleting an Offer	9

Introduction

The Kawasaki Connect mobile app is a marketing application available to all U.S. customers. The application can be installed on Apple iPhones as well as all major Android operated devices.

A key feature of the application is to provide a customized experience for users when they are in or near authorized Kawasaki dealerships. Customers who have installed the Kawasaki Connect app will see dealer specific content when they are in the geographic vicinity of your dealership. The application also presents relevant news around Kawasaki racing and social activity.

To support this custom content, your dealership has access to an administrative portal where you can manage the look-and-feel of your dealership's landing page and create offers/promotions to be displayed in the app. This guide is intended to introduce you to the portal and its major functions.

Accessing the Portal and Signing In

The Dealer Administrative Portal is a website you can access using the following web browsers and mobile devices:

- Android Smartphone (Version 5+)
- Apple Safari Browser
- Apple iPhone (iOS 8+)
- Firefox Browser
- Google Chrome Browser
- Internet Explorer version 9+

Site Address

The portal is accessible at <http://KawasakiConnect.K-Dealer.com>

Sign In

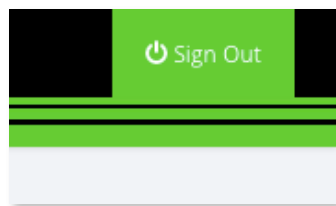
When you arrive at the site, you will be prompted to sign in with a username and password. The credentials are your existing K-Dealer.com username and password.

Forgotten Password

If you need to recover or reset your password, navigate to K-Dealer.com and use the “Forgot Password” feature on the sign in screen.

Sign Out

You can sign out of the application by using the “sign out” link located in the upper right section of the administrative portal (see screen shot below for reference).



Sign out button

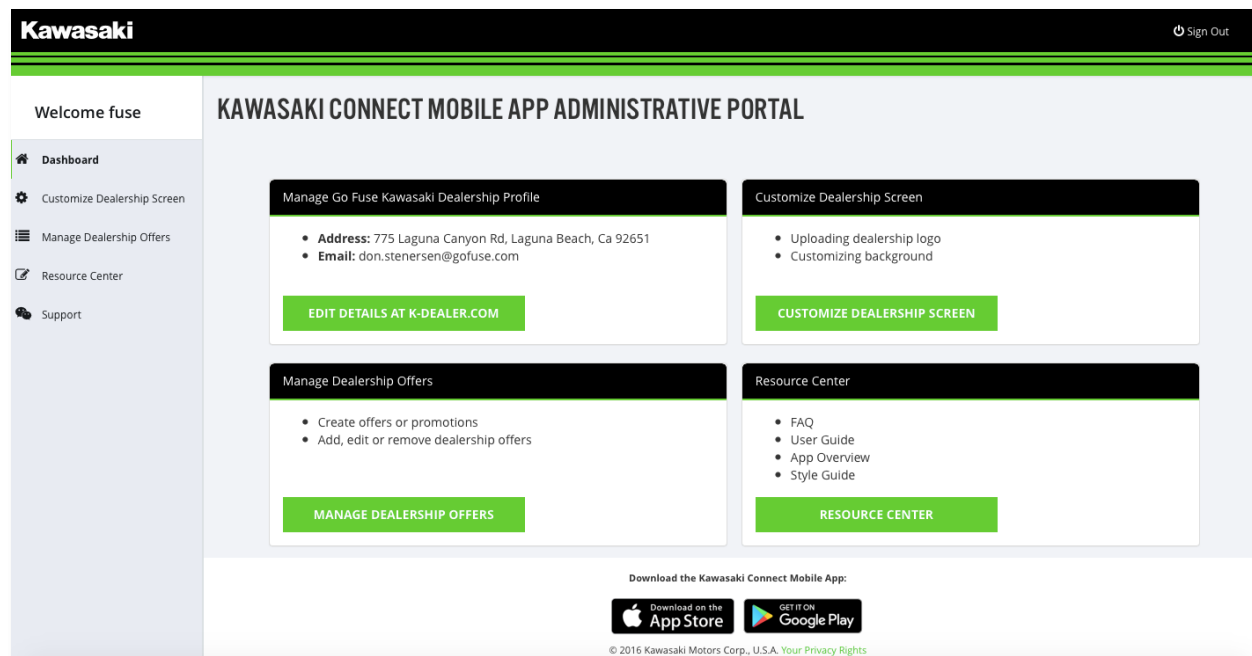
Administrative Portal Dashboard

After you log into the administrative portal, you will arrive on the home dashboard where you can access links to the main sections of the portal.

There are two principal features of the administrative portal that you have the ability to manage:

1. The consumer facing appearance of your dealership landing screen on the app
2. Dealer-specific offers or promotions to be displayed within the app.

Note: Consumers are only able to view the above when they use the app in or near dealerships with location settings turned on and cellular data access.



Dashboard screen

Manage Dealer Profile

This section allows you to customize aspects of your dealer profile that is displayed to app users while within your dealership's set geo-fencing range; uncap mobile app. Whenever a customer is using the Kawasaki Connect mobile app inside your dealership the standard application screen is replaced with a dealer screen, which you are able to customize for your dealership. You can update the look of the dealer screen by displaying your dealership's logo and updating the background image.

Adding Your Logo

To add your logo to the dealer screen, upload the dealership's logo image file. The application will accept a file type of either a .jpg or .png. You can drag & drop or upload the image from your files.

After successfully uploading a logo, the image will be automatically updated to your profile. The image will be resized, if necessary, for optimum display.

To view how your logo will appear, look at the simulator preview (see screenshot below).

Content Review Process

Note that the dealer logo, once uploaded will be reviewed by Kawasaki personnel before the logo actually displays in the app. This process happens in a 24 business hours, or sooner, time period.

The status of the review process is displayed at the top of the dealer profile configuration screen and on the dealer dashboard.

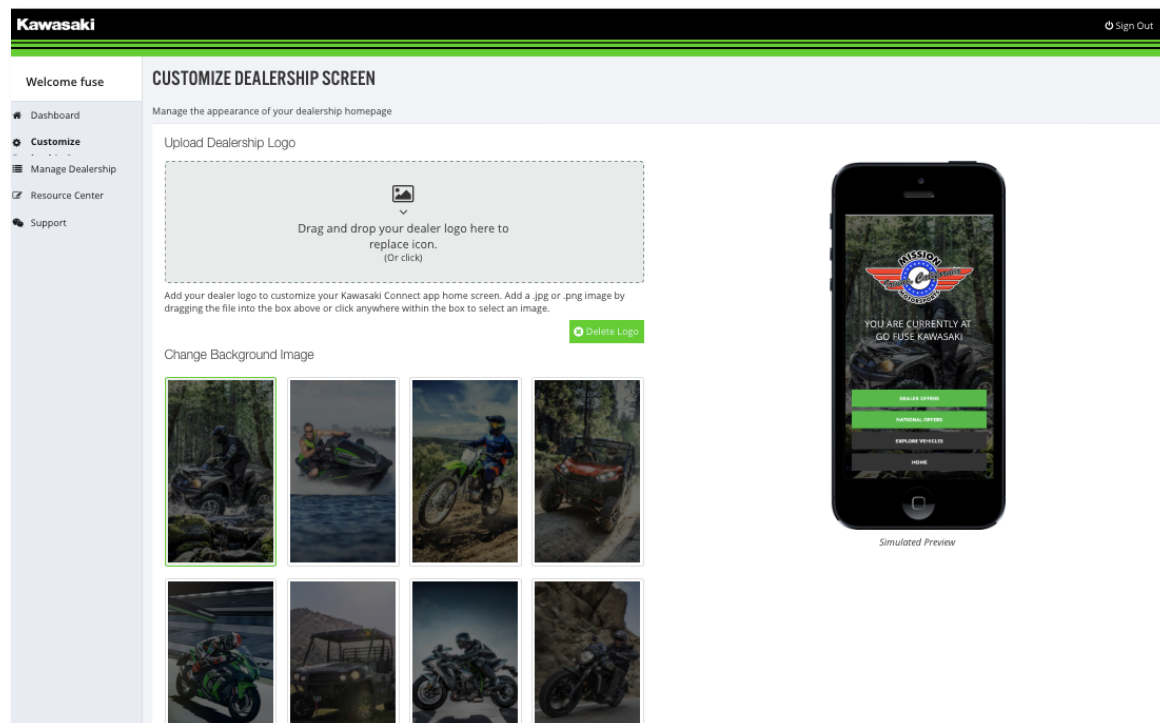
Removing Your Logo

If you would like to remove a previously uploaded logo, click the "Delete Logo" button located under the drop zone box. Note: The "Delete Logo" button is only visible if a logo is currently saved.

Changing the Background

By default, the dealer screen background will be black. You can update the background with the library of assets available.

To select, click on the desired background image. The image will be automatically updated to your profile. To view how the background will appear, look at the simulator preview (see diagram below).



Customize Dealership Screen

Customize Dealership Offers

This section allows you to customize dealer-specific offers that will be displayed on the dealer app screen. Please refer to the terms & conditions for customizing and/or creating new offers. ([Click here](#) to review Terms & Conditions).

Access this section by clicking the “Customize Dealership Offers” either from the application home screen or from the main left-hand navigation menu. You can manage all your offers from the list displayed. Any existing offers previously created will also be visible here.

OFFER	DATE RANGE	STATUS	
SAMPLE OFFER			
NINJA® 300 OFFER AS LOW AS \$79/MONTH	9/20/2016 - 9/27/2016	Inactive	View
OFFER			
DEALER EXAMPLE OFFER	9/27/2016 - 9/30/2016	Active	Edit Delete
NINJA® 300 OFFERAS LOW AS \$79/MONTH	9/30/2016 - 10/8/2016	Active	Edit Delete
NINJA THIS WEEKEND !!!!	10/4/2016 - 10/14/2016	Active	Edit Delete

Manage Dealership Offers Page

Creating A New Offer

From the offers list page, select the green button labeled “Add New Offer”.

Add Dealer Offer screen

On the offer creation screen, enter the offer details including the offer title, detailed description and the start and end dates the offer is valid for your customers. Then, click “Create” to save the offer.

Publishing An Offer

Offers created in the tool will only display to app users if the “Published” checkmark is selected. Once an offer is marked as published, it will automatically be displayed.

Offers that expire will be automatically removed from the app so consumers cannot see them, but will still be saved in the Admin Portal.

Content Review Required

Promotions submitted for publication to the app require a review by Kawasaki personnel. The promotion will be reviewed and approved based on applicable guidelines. Dealers will receive a notification regarding new promotion requests within a maximum of 5 business days. Once a promotion has been approved for publication, the promotion will display in the app on your dealers profile.

Modifying or Deleting an Offer

From the Offers List page, you can edit existing offers or delete offers by clicking on the related “Edit” and “Delete” buttons.

Content Review Required

Note. Editing an offer that has already been reviewed for publication will require the edited promotion to be resubmitted for review. The offer will not run until it is reviewed and resubmitted for approval. If a promotion is currently visible in the application, editing the promotion will remove the promotion for display until it is resubmitted and an approval is obtained.