

Kawasaki Selects Stens, LLC for Canadian Distribution of Engines and Handheld Power Products

Dealers to receive enhanced support.

GRAND RAPIDS, Mich., Jan. 20 (SEND2PRESS NEWSWIRE) – The Engines and Power Products Division of Kawasaki Motors Corp., U.S.A., will initiate a new distribution arrangement for Canada, effective this week. Stens, LLC, headquartered in Jasper, Ind., will become the distributor of Kawasaki-branded replacement engines and handheld power products to a network of more than 500 independent dealers in Canada.



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According to Rodger Howe, Kawasaki's Director, Operations, Stens has an enviable record of providing distribution services in the outdoor power equipment industry.

"This new arrangement will enhance Kawasaki's ability to expand the base of our business in Canada and it will provide Kawasaki dealers with a level of service that will augment their abilities to increase business in their respective communities," said Howe,

Stens, a subsidiary of Ariens Company, currently supplies parts and accessories to more than 50,000 customers through its worldwide distribution network. The company has more than 35 years of experience servicing retailers, and will use distribution centers in Brantford, Ontario and Calgary, Alberta, Canada to provide direct support to Kawasaki's engines and power products Canadian dealer network.

"Stens is proud to partner with such a strong and prominent manufacturer in the engine and handheld equipment industry," said Peter Ariens, President of Stens.

"As well as insuring continuing satisfaction for current Kawasaki customers in Canada, we intend to bring the power and quality of the Kawasaki brand to the attention of a new audience. We will deliver on our promise to help business run better by providing quick, reliable delivery and order fulfillment," concluded Ariens.

Kawasaki's product line includes a complete array of engines suitable for lawn and garden, agricultural, industrial, construction, and utility applications. The branded handheld power products marketed by Kawasaki include string trimmers, hedge trimmers, hedge clippers, blowers, edgers, and a full selection of accessories.

Stens has built its reputation on a foundation of customer service and the strength of its catalog and Internet capabilities. The company services businesses in the outdoor power equipment, industrial, golf and turf management, and forestry industries.

Kawasaki Engines and Power Products, a division of Kawasaki Motors Corp., U.S.A., distributes gasoline engines and professional handheld power products for landscape, industrial, and consumer markets. The division is headquartered in Grand Rapids, Mich., and services customers through its network of over 8,000 independent dealers through the United States and Canada. www.kawpower.com.

All trademarks acknowledged.

News issued by: Kawasaki Motors Corp., U.S.A.



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Original Story ID: (4632) :: 2009-01-0120-001

Original Keywords: Kawasaki Motors Corp, Stens LLC, Ariens Company, outdoor power equipment industry, Rodger Howe, replacement engines and handheld power products, string trimmers, hedge trimmers, hedge clippers, blowers, edgers, industrial, golf and turf management, and forestry industries, independent dealers Kawasaki Motors Corp., U.S.A.