



Queen of Green:

Behind the Scenes at Kawasaki with Agata Formato





Agata Formato has a job that would make anyone green with envy. Working in the PR department at Kawasaki Motors Corporation, Agata gets to rub elbows with famous motorcycle racers, stunt experts, and dirt bike legends. Not only that, she usually gets to ride the hot new motorcycles at press events before they are available to the public. Dream Job? She thinks so, even though her work is very demanding.



Agata hasn't always been the cool motorcycle pro she is today. When she started at Kawasaki Motors Corporation as a marketing assistant almost a decade ago, she didn't ride. It didn't take too long for the vibe in the Team Green building to start affecting her, though, and she caught a quick case of motorcycle fever. It's become her hobby and her passion, and she is now an accomplished rider.

Agata started with Kawasaki in 2002 when she moved to Southern California from Arizona. Before too long, a department change had her working with avid rider and motorcycle industry heavyweight Jan Plessner. (Jan is the only female Public Relations Manager of all the Manufacturers, and a tireless advocate for growing the female riding population). Fueled by the high level of enthusiasm throughout Kawasaki, Agata hit the dirt, then the street, then she conquered the track, and she's never looked back.



Her PR position now has her handling logistics and site checks for press introductions. She gets to work on creative content for press kits, handle media invites, and coordinate the videography and photography for a variety of Kawasaki events. But there's also a huge "hands on" element to what Agata does: In addition to the motorcycles, Kawasaki makes a full line of Mules, RUVs, and ATVs and Jet Skis – and Agata gets to ride them all. Her husband's nickname for her? "SuperLady".

The moniker is an apt one. Agata has style, grace, and she's now one heck of a rider. Starting in the dirt lot next to Kawasaki headquarters on a KLX 110, she immediately fell in love with the sport. That was a Wednesday, and by the Friday she decided she wanted to go trail riding. She's now a great street rider, but dirt riding is still her passion. You can tell where her roots are from her two favorite bikes: a KX 250X and the Versys. (Both Kawasakis, of course.)

One of Agata's most memorable experiences riding was her first three-hundred mile day on a Ninja 650R. It was a personal milestone, and her riding buddy Walt Fulton (of Streetmasters Motorcycle Workshops) had a plaque made for her to commemorate the accomplishment. Agata keeps it to this day.

As for a memorable motorcycle experiences off the bike, Agata recalls a day she was driving home from work in her Xterra. The SUV sports a Kawasaki license plate holder and a few Team Green stickers. A motorcyclist passed her and started waving his arm for her to pull over. When she rolled down the window, thinking he needed help, he asked if she rode a motorcycle. When she said yes, he gave her an "atta girl"… then proceeded to ask for her phone number. She politely told him her marital status, and he rode off, but now she has a funny story to retell.

(Interestingly enough, Agata's husband doesn't ride motorcycles at all. He's more into four wheelers, and he's got his work cut out for him keeping up with her!)

Agata's motorcycle riding unfortunately hasn't all been shiny side up. While she regularly pushes her riding boundaries by trail riding and attending track days—both street and dirt—she did fall last year and break her collarbone. She also has a dent in one leg from some muscle damage in another "off". "There goes the bikini contest," says Agata. "Riding a bike can be one of the most challenging things a person can do, but also the most rewarding. You never stop learning," she says.

While riding a motorcycle one week, attending a press intro on a jet ski the next, or filming a segment of Superbikes with Ricky Gadson might be all in a day's work for Agata Formato, it's enough to make the rest of us Green with envy. Atta girl!

