

MMR Award Success: K-3 once again voted 'Acoustic Piano of the Year'

For the second consecutive year, the K-3 Professional Upright Piano has been voted 'Acoustic Piano of the Year' by the readers of *Musical Merchandise Review* - one of North America's leading music industry trade magazine.



The K-3 also received the Dealer's Choice Award in 2008

■ MMR MAGAZINE

Musical Merchandise Review magazine is a leading trade publication in the field of musical instruments and sound reinforcement. It has been in continuous operation since 1879, and boasts an international reader-base.

Established in 1992 as a means to gauge the opinions of musical instrument retailers, the MMR Magazine Dealer's Choice Awards are presented to the twelve most significant music-related products of the year, as selected by industry professionals throughout the country.



MMR Magazine boasts an international reader-base

■ PREVIOUS SUCCESS: NINE REASONS TO CELEBRATE

This year's achievement represents the ninth time in ten years that KAWAI has received MMR's Dealer's Choice Award, with previous trophies presented for a variety of digital piano instruments, including the CA91 in 2007.

The RX Series grand pianos have also proven to be a favourite among dealers and retailers, having received the 'Acoustic Piano Line of the Year' award for three consecutive years in 2003, 2004, and 2005. This continued success in receiving such industry awards undoubtedly has a powerful influence on piano consumers, and demonstrates KAWAI's commitment to developing the finest acoustic and digital musical instruments.



Promotional material highlighting this year's MMR award

■ K-3: AWARD WINNING UPRIGHT

Since the launch of the new 'K Series' range of professional upright pianos in 2006, the K-3 has established an excellent reputation among consumers and retailers alike.

With its Millennium III action (featuring exclusive ABS carbon parts), solid spruce soundboard, double brass casters, and soft-fall fallboard, the K-3 offers unrivalled sound quality, excellent performance, and proven Japanese reliability. As 'Acoustic Piano of the Year' in 2008 and 2009, this affordable instrument is clearly one of the most popular upright pianos available today, and undoubtedly a strong contender for future success in MMR's 2010 awards.

KAWAI K-3 Professional Upright Piano 2009 Acoustic Piano of the Year

KAWAI

2008

KAWAI K-3 Professional Upright Piano
Acoustic Piano of the Year

2007

KAWAI CA91 Digital Piano
Digital Home Keyboard of the Year

2005

KAWAI RX Series Grand Pianos
Acoustic Piano Line of the Year

2004

KAWAI RX Series Grand Pianos
Acoustic Piano Line of the Year

2003

KAWAI RX Series Grand Pianos
Acoustic Piano Line of the Year

2002

KAWAI CN270 Digital Piano
Digital Home Keyboard of the Year

2001

KAWAI ES1 Digital Piano
Digital Keyboard of the Year

2000

KAWAI CP200 Digital Ensemble
Digital Keyboard of the Year



For the ninth time in ten years, KAWAI has received the coveted Dealer's Choice Award as selected by the readers of *Musical Merchandise Review* magazine, with the K-3 once again voted Acoustic Piano of the Year. Clearly, for piano dealers across America, KAWAI is the future of the piano.

NINE reasons to CELEBRATE!