



NEWS RELEASE

America Votes to Recognize Pinedale, Wyoming as "RANGER Country™ USA"

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Polaris® to Host Official 'RANGER Country USA' Celebration and Donate RANGER® Vehicles

MINNEAPOLIS--(BUSINESS WIRE)-- After three weeks of voting, Polaris® will award Pinedale, Wyoming, with the title of "RANGER Country™ USA." Located in west-central Wyoming, the town secured the most votes to win the title. To commemorate the RANGER-lifestyle embodied by Pinedale, Polaris will host a RANGER Country USA party which will include an official naming ceremony, donation of three Polaris RANGER® vehicles to deserving organizations and a special guest appearance. Polaris also will award the other four towns that participated in the campaign by donating three Polaris RANGER vehicles to local organizations.

This past fall, Polaris rolled its one-millionth RANGER utility side-by-side vehicle off the assembly line at its manufacturing facility in its Huntsville, Alabama. To commemorate this significant milestone, Polaris began a search for "RANGER Country USA" with country music star Jake Owen. The national campaign asked consumers to visit rangercountryusa.com and vote for the town they believed was most-deserving. Video profiles devoted to each town, showcasing the beauty of the land and the authenticity of the people were featured on the site. Corning, Arkansas; Darlington, Wisconsin; Spring Creek, Nevada; and Stephenville, Texas were among the four other towns vying for the title.

"All five of these towns embody the essence and hard-working values of RANGER and represent the RANGER country lifestyle," said Kyle Duea, Marketing Vice President of Off-Road Vehicles. "In the eyes of Americans across the nation, Pinedale stood out as the town most deserving of the title 'RANGER Country USA' for helping us achieve our one-millionth milestone."

Everyone who casted a vote as a part of the "RANGER Country USA" campaign was automatically entered for the

chance to win an all-new 2018 Polaris RANGER XP 1000.

"I've said it from the beginning, as a guy from a small-town, these are my people and I could not be prouder to be a part of an initiative recognizing hard-working Americans across the nation," said Owen. "All said and done, Pinedale won the title and I cannot wait to see what Polaris has in store for the celebration!"

Touted as "all the civilization you need," Pinedale has a rich "mountain man" heritage, celebrated every July at the Green River Rendezvous, where the history of early American fur traders, trappers, and Native Americans is relived. With a population of 1,895, the town serves as a gateway to Wyoming's famed Jackson Hole area, where residents and tourist alike enjoy the breathtaking scenery, hunting, skiing and wildlife viewing that the three surrounding mountain ranges provide.

Since its introduction in 1998, Polaris RANGER has continuously set the standard for utility side-by-side vehicles with its industry-leading capabilities. With over one-hundred owner-inspired improvements, the all-new 2018 RANGER XP 1000 represents the culmination of nearly two decades of innovation.

For more information about Polaris and "RANGER Country USA", visit Polaris.com, and follow on [Facebook.com/PolarisRANGERATV](https://www.facebook.com/PolarisRANGERATV), on Twitter @PolarisORV and @polarisorv on Instagram. To find out more and read the official rules, visit rangercountryusa.com.

About Polaris

Polaris Industries Inc. (NYSE: PII) is a global powersports leader that has been fueling the passion of riders, workers and outdoor enthusiasts for more than 60 years. With annual 2016 sales of \$4.5 billion, Polaris' innovative, high-quality product line-up includes the RANGER[®], RZR[®] and Polaris GENERAL[™] side-by-side off-road vehicles; the Sportsman[®] and Polaris ACE[®] all-terrain off-road vehicles; Indian Motorcycle[®] midsize and heavyweight motorcycles; Slingshot[®] moto-roadsters; and Polaris RMK[®], INDY[®], Switchback[®] and RUSH[®] snowmobiles. Polaris enhances the riding experience with parts, garments and accessories, along with a growing aftermarket portfolio, including Transamerican Auto Parts. Polaris' presence in adjacent markets globally include military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. Visit www.polaris.com for more information.

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