



NEWS RELEASE

# Craig Scanlon Named Chief Marketing Officer of Polaris

2016-07-12

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII) today announced that Craig Scanlon, Vice President of Slingshot and Chief Retail Officer (CRO) of the Off-Road Vehicle (ORV) division, has been named Chief Marketing Officer (CMO) of Polaris. Scanlon will report to Scott W. Wine, CEO and Chairman of Polaris.

"We are thrilled to have Craig Scanlon take on the new CMO role," said Wine. "Craig brings a winning combination of industry knowledge and passion, marketing acumen, visionary instinct, and unmatched energy to the table, all of which will be instrumental as we continue driving growth amidst a volatile and competitive market."

Scanlon joined the company in 2004 in a Field Sales Role. He held positions of increasing responsibility in marketing, sales and general management within the Off-Road Vehicles business, before being promoted to VP of Slingshot in 2015. Scanlon added the role of Chief Retail Officer for Off-Road Vehicles in 2016, which he will retain.

The Slingshot<sup>®</sup> business is being integrated into the Motorcycle division, joining our existing Victory<sup>®</sup> and Indian Motorcycle<sup>®</sup> brands, under the experienced leadership of Steve Menneto, President, Motorcycles.

"These brands share customers and dealers, and we will aim to more efficiently drive Slingshot growth by leveraging the infrastructure and scale of our Motorcycle division," said Menneto.

## About Polaris

Polaris Industries Inc. (NYSE:PII) is a global powersports leader with annual 2015 sales of \$4.7 billion. Polaris fuels the passion of riders, workers and outdoor enthusiasts with our RANGER<sup>®</sup>, RZR<sup>®</sup> and POLARIS GENERAL™ side-by-side off-road vehicles; our SPORTSMAN<sup>®</sup> and POLARIS ACE<sup>®</sup> all-terrain off-road vehicles; VICTORY<sup>®</sup> and 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 sold under multiple recognizable brands, and has a growing presence in adjacent markets globally with products including military and commercial off-road vehicles, quadricycles, and electric vehicles. [www.polaris.com](http://www.polaris.com)

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Source: Polaris Industries Inc.

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