



NEWS RELEASE

LIGHTS, ENGINES, ACTION...CAMP RZR 2025 KICKS OFF DUNE RIDING SEASON IN GLAMIS WITH DUSTY DAYS, NEON NIGHTS

2025-10-01

Polaris' Off-Road Takeover Returns with High-Octane Action, Exhilarating Rides and New "Tough Enough" Obstacle Course

MINNEAPOLIS, Oct. 1, 2025 /PRNewswire/ -- **Polaris Off Road**, the leader in off-road innovation, announces the return of **Camp RZR** —October 31 to November 1—as the official kickoff to dune season. "Dusty Days, Neon Nights," returns with Polaris setting the stage for an epic weekend in the Glamis Imperial Sand Dunes, the heart of Southwest off-roading. Thousands of riders will come together to carve dunes, chase thrills, and celebrate the off-road lifestyle. Camp RZR is Polaris' way of showcasing its leadership in the off-road world and the RZR lifestyle with high-octane fun, shared experiences, and deep-rooted pride in off-road culture.

"Camp RZR is our way of giving back to the incredible off-road community—the passionate individuals who've shaped this lifestyle," said Reid Wilson, President of Polaris Off-Road Vehicles. "It's a celebration of the culture they've created, and we're excited to bring everyone together in Glamis for a weekend of action, connection, and everything we love about riding."

The ultimate desert party celebrates dune riding season with fan-favorite activities and new experiences that showcase Polaris' commitment to service, riding, entertainment and giving back to the off-road community.

Camp RZR will offer free admission, RZR demo rides, free on-site vehicle service, food trucks, shopping at vendor row, and a kid's zone. The drone show will return this year along with a Freestyle Moto Show (FMX) featuring Twitch and Vicki Golden to awe fans.



New in 2025, Polaris will host the Camp RZR Witching Hour to celebrate Halloween with trick-or-treating and a costume contest on Friday evening. Also debuting this year, the Tough Enough Obstacle Course will challenge attendees' strength, agility, and endurance through a series of physically demanding obstacles with courses designed for adults and kids five years and older. Ram will also be participating in the event with the Ram 1500 RHO Thrill Ride – an adrenaline-pumping ride-along experience where professional drivers will take consumers on a high-octane adventure in Ram's top performance pickup.

For more information about Polaris Off-Road Vehicles and Polaris Engineered Accessories, visit [RZR.Polaris.com](https://www.polaris.com). And to keep up with the latest news on Camp RZR, be sure to follow Polaris on [Facebook](#), [Instagram](#) and [Twitter](#).

About Polaris

As the global leader in powersports, Polaris Inc. (NYSE: PII) pioneers product breakthroughs and enriching experiences and services that have invited people to discover the joy of being outdoors since our founding in 1954. Polaris' high-quality product line-up includes the RANGER, RZR and Polaris XPEDITION and GENERAL side-by-side off-road vehicles; Sportsman all-terrain off-road vehicles; military and commercial off-road vehicles; snowmobiles; Indian Motorcycle mid-size and heavyweight motorcycles; Slingshot moto-roadsters; Aixam quadricycles; Goupil electric vehicles; and pontoon and deck boats, including industry-leading Bennington pontoons. Polaris enhances the riding experience with a robust portfolio of parts, garments, and accessories. Headquartered in Minnesota, Polaris serves nearly 100 countries across the globe. www.polaris.com

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