



NEWS RELEASE

Outdoor Recreation Meets Gaming: Polaris Gives Gamers Virtual Off-Road Vehicle Experience Through Battlefield™ 2042 Partnership

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Fans can operate a Polaris Sportsman within EA®'s latest game, enter giveaway featuring custom Polaris Sportsman ATV grand prize

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Inc. (NYSE: PII), the global leader in powersports, announced today a first-of-its-kind partnership for the brand, which makes Polaris the Official Off-Road Vehicle Partner of Battlefield™ 2042, the latest video game from EA®.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20211130005792/en/>

Polaris Inc. is the Official Off-Road Vehicle Partner of Battlefield 2042 . To celebrate the launch of Battlefield 2042, Polaris and other game partners are running a six-week prize giveaway, including a grand prize of a custom Battlefield 2042-inspired Polaris Sportsman XP 1000. (Photo: Business Wire)

Through the partnership, players can operate the Polaris Sportsman ATV within Battlefield™ 2042. Gameplay with the vehicle is showcased in

an **immersive trailer** that fuses virtual world of the game with real-world riding. **View game trailer.**

“At Polaris, we are passionate about creating products that enable possibilities for work and play in the outdoors. Our partnership with Battlefield™ 2042 brings that real-life passion to a virtual world to help enhance the player’s experience and ability,” said Holly Spaeth, director, Corporate Branding and Partnerships, Polaris. “As gaming grows and diversifies, this partnership allows us to reach new and existing audiences with an authentic brand experience.”

The partnership between Polaris and EA® is particularly relevant right now, as powersports and gaming are both expected to see continued growth in the coming years. In fact, the **gaming industry is estimated** to reach \$200 billion by 2023, while the **powersports category is projected** to eclipse \$25 billion by 2027.

To celebrate the launch of Battlefield™ 2042, Polaris and other game partners are running a six-week prize giveaway, including daily, weekly and grand prize winners. Fans may participate by opting in to receive weekly notifications; watching, liking and sharing the game trailer; following social accounts; and liking and sharing social posts. Daily and weekly prizes include: Battlefield™ 2042 games; Logitech® gaming accessories like a laptop, headset, keyboard and mouse; Polaris- and EA-branded merchandise; an AKRacing® gaming chair; and a video game console.

The grand prize is a custom Battlefield™ 2042-inspired **Polaris Sportsman XP 1000**, which is featured in the **game trailer**. Valued at nearly \$30,000, the vehicle was hand-painted to mirror the in-game vehicle.

Giveaways are live now and run through January 3, 2022. More information on entry, prizes and eligibility can be found at playr.gg/Polaris.

Polaris offers fans interested in going beyond the virtual world opportunities to enjoy the powersports experience without having to own a Polaris off-road vehicle through **Polaris Adventures**. With more than 160 outfitters across the United States, Polaris Adventures offers epic powersports experiences that cater to all skill levels, from first time rider to life-long powersports enthusiast looking to ride a new terrain. Experience options range from guided, self-guided or basic vehicle rentals, providing the safety gear and vehicles needed to allow everyone the opportunity to participate in the fun of powersports on a **Polaris off-road vehicle, Slingshot, or snowmobile**. For more information or to book a riding experience, visit adventures.polaris.com.

To learn more about Battlefield™ 2042, visit ea.com/games/battlefield/battlefield-2042. The game is available now wherever video games are sold.

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. With annual 2020 sales of \$7.0 billion, Polaris' high-quality product line-up includes the Polaris RANGER, RZR and GENERAL side-by-side off-road vehicles; Sportsman all-terrain off-road vehicles; Indian Motorcycle mid-size and heavyweight motorcycles; Slingshot moto-roadsters; snowmobiles; and deck, cruiser and pontoon boats, including industry-leading Bennington pontoons. 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 includes military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. www.polaris.com

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