



NEWS RELEASE

Polaris ACE Race the Pros Contest Winners Announced

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MINNEAPOLIS--(BUSINESS WIRE)-- Polaris® Industries Inc. (NYSE: PII) today announced the company has selected the two lucky winners to race against the Pros in a Single-Seat Polaris ACE™ at the 2015 AMSOIL Grand National Cross Country Series (GNCC) season finale. The sweepstakes was part of Polaris' dedication to single-seat racing which has had an overwhelming response in its inaugural year.

Daniel Hedberg from Minneapolis, Minn. and James Harris from Frankfort, Ind. will suit up on Saturday, October 31, at the GNCC Ironman Race, in Crawfordsville, Ind. to take on the ACE pros. Both submitted videos explaining why they should race an ACE.

Hedberg's video featured his daughter explaining why her dad needed to race and win an ACE. ATV Safety Instructor Harris' video was created at a Polaris dealership and he explained how he's been a spectator of the Ironman race for many years and he would love the chance to actually participate. He also noted how winning an ACE could help him with his off-road safety classes.

"We're excited to give these two lucky winners the ability to experience single-seat racing," said Dave Miriovsky, general manager for Polaris ACE. "Our confidence in the ACE platform gives us the ability to share single-seat racing with newcomers to the sport and prove that ACE racing is here to stay."

Since its introduction in 2014, the ACE architecture has gained popularity among a wide-variety of riders, including racers, which was demonstrated last fall when GNCC and Polaris offered an exhibition ACE Editor's Race at the Ironman. From that race, Polaris worked with GNCC to establish and sponsor the Single-Seat Class and is continuing the effort with another ACE event at this year's Ironman race. With the introduction of another new ACE last month, the ACE 900 SP, Polaris continues to innovate the platform and is committed to growing single-seat racing and

bringing the single-seat experience to customers around the world as part of the company's overall efforts to grow the sport.

About Polaris

Polaris is a recognized leader in the powersports industry with annual 2014 sales of \$4.5 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles, including all-terrain vehicles (ATVs) and the Polaris RANGER® and RZR® side-by-side vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles.

Polaris is among the global sales leaders for both snowmobiles and off-road vehicles and has established a presence in the heavyweight cruiser and touring motorcycle market with the Victory® and Indian Motorcycle® and Slingshot® brands. Additionally, Polaris continues to invest in the global on-road small electric/hybrid powered vehicle industry with Global Electric Motorcars (GEM), Goupil Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris Engineered Parts, Accessories and Apparel, Klim branded apparel and ORV accessories under the Kolpin®, Cycle Country® and Pro Armor® brands.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol "PII", and the Company is included in the S&P Mid-Cap 400 stock price index.

Information about the complete line of Polaris products, apparel and vehicle accessories are available from authorized Polaris dealers or anytime at www.polaris.com.

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