



NEWS RELEASE

Polaris ACE Video Contest Puts You in the Driver's Seat

2015-06-09

Two lucky winners will win a trip to race against the ACE Pros

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris® Industries Inc. (NYSE: PII) today announced the company will award two lucky winners the ability to race against the Pros in a Single-Seat Polaris ACE™ at the 2015 AMSOIL Grand National Cross Country Series season finale.

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, in Crawfordsville, Indiana. 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 GNCC Ironman race.

"Polaris ACE provides the beginning racer a capable and affordable way to race while delivering a truly competitive vehicle for the more experienced racer," said Dave Miriovsky, general manager for Polaris ACE. "This contest is part of our continuing commitment to promote Single-Seat Racing."

The Polaris ACE is the ideal vehicle for GNCC's tight, wooded courses due to the vehicle's compact design and maneuverability. The revolutionary, sit-in chassis combines the nimble handling of an ATV with the security of a Side-by-Side resulting in a race vehicle that is capable, comfortable and inspires confidence.

"GNCC is excited to offer the Single Seat Class and help Polaris promote ACE racing," said GNCC Director Tim Cotter. "We have no doubt that the ACE is destined to be a mainstay in off-road."

Starting June 1 through July 15, interested parties can submit a 30-second to 1-minute video on

<http://apps.facebook.com/acethepros/facebook/store/32775?ref=nf> about why they feel they are the most capable, confident person to race against the Single-Seat Class Pros. The contest is open to anyone 18 years of age and older with two categories for submissions, current ACE owners and non-owners.

The most creative videos from each category, as deemed by Polaris, will be posted on www.Facebook.com/PolarisRANGERATV for public voting. The submitter from each category with the most votes will win an all-expense paid trip to the AMSOIL Ironman GNCC, at Ironman Raceway in Crawfordsville, Indiana, on Sat., Oct. 31. Polaris will have a race-ready ACE 570 waiting for them so they can race with the Single-Seat Class Pros. Additionally, both winners will go home with a new 2015 Polaris ACE 570 SP.

For rules and submission information, please see <http://apps.facebook.com/acethepros/facebook/store/32775?ref=nf>

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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Source: Polaris Industries Inc.

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