



NEWS RELEASE

Polaris® Acquires 509

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Expands Polaris' portfolio of aftermarket snowmobile-focused apparel and accessories brands

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII) today announced the acquisition of 509, an aftermarket leader in snowmobile helmets and goggles. 509, a privately owned company based in Spokane, Wash., joins Polaris' growing portfolio of aftermarket apparel and accessories brands, which includes Klim®, Kolpin®, and Pro-Armor®. The terms of the transaction were not disclosed.

"We are always exploring opportunities to make Polaris a stronger, more competitive global company. As we look toward the future, parts, garments and accessories will continue to be a growth driver for Polaris," said Steve Eastman, President of Parts, Garments and Accessories for Polaris. "509 is a growing brand that resonates with snowmobile enthusiasts and complements our current portfolio. As snowmobile enthusiasts ourselves – and having worked with 509 on co-branded goggles for three years – we like their products, we like their brand, and we like their team."

509 will continue to operate as a distinct brand under the leadership of Tom Delanoy, founder of 509, who will continue in his role of President. Operations will remain headquartered in Spokane. 509 was advised by The Meriwether Group.

"The 509 brand was created from an authentic and passionate love of snowmobiling," said Tom Delanoy, 509 founder and CEO. "We have a passion for making highly technical riding gear and producing award-winning films and media content that truly captures the amazing experience of snowmobiling. 509 is very excited to be a part of the Polaris family. Sharing the same passion and vision with the company that mass produced the first snowmobile six decades ago is truly a great fit for us. We look forward to banding together and building an exciting future for the 509 brand."

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 consumer and military 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 Work and Transportation 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 is available from authorized Polaris dealers or anytime at www.polaris.com.

About 509

509 is a global leader in snowmobile riding gear. Founded in 2004 as a snowmobile film production company, 509 evolved into an authentic developer of technical riding gear, including helmets, goggles, and accessories. The combination of industry-leading gear and award-winning content & media production has solidified 509 as an iconic snowmobile-gear brand with an unparalleled and fanatical following.

For additional information, please visit www.RIDE509.com.

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