



NEWS RELEASE

Polaris Acquires Timbersled

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Complements Polaris' Snowmobile business via innovative product aimed at growth market

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII) today announced the acquisition of Timbersled Products, Inc. a privately held Sandpoint, Idaho-based company that is an innovator and market leader in the burgeoning snow bike industry. The terms of the transaction were not disclosed.

Polaris Industries Inc. today announced the acquisition of Timbersled Products, Inc. a privately held Sandpoint, Idaho-based company. Timbersled is an innovator and market leader in the burgeoning snow bike industry. (Photo: Business Wire)

"We are excited to add the Timbersled brand and team to Polaris' strong snowmobile business. Timbersled has

created a compelling product and revolutionized the sport of snow biking, and we are excited to see what they can accomplish with access to Polaris' considerable engineering, manufacturing and distribution capabilities," said Scott Wine , Polaris Chairman & CEO. "Their Mountain Horse is the unequivocal choice of snow bike enthusiasts, emphasizing Timbersled's relentless commitment to innovation, performance and quality. Our common culture and shared passion for the Powersports industry and consumer will create an exciting platform for continued innovation and accelerated growth."

Timbersled will continue to operate as a distinct brand and the operations will remain near Sandpoint, Idaho.

"Timbersled is excited to be a part of the Polaris family. Our shared commitment to delivering exceptional performance to riders and history of innovation make this a great fit," said Allen Mangum , President, Timbersled. "Timbersled's success is built on a passion for delivering exciting products. We look forward to working with Polaris to take our product, customer relationships and the sport to the next level."



Photos of select Timbersled products and a slide summarizing Timbersled's business and its fit with Polaris are available at BusinessWire.com.

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 are available from authorized Polaris dealers or anytime at www.polaris.com.

About Timbersled

Timbersled is the leading developer and manufacturer of snow bikes. Founded in 2002, the company began by designing and selling aftermarket accessories for snowmobiles. Timbersled's expertise in snowmobile suspensions enabled them to design and develop the Mountain Horse snow bike, the undisputed market leader in sales and performance. Today Timbersled continues to innovate, driving the sport of snow biking into the future and designs, develops, manufactures, distributes and sells quality snow bike kits and aftermarket snowmobile accessories.

For additional product information about Timbersled please check out the website at www.timbersled.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150422006636/en/>

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