



NEWS RELEASE

Polaris Adventures Surpasses Two Million Customer Rides

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Outfitter network allows adventure-seekers to further explore locations off the beaten path

MINNEAPOLIS, June 3, 2025 /PRNewswire/ -- As consumers continue to seek deeper connections with local surroundings, **Polaris Adventures** – the destination-riding and experience side of global powersports leader **Polaris Inc.** (NYSE: PII) – announced a significant milestone: two million customer rides. With Polaris Adventures, over 250 local Outfitters have helped riders explore outdoor destinations and highlight unique locations and spaces around the country.

"Two million rides is more than a number – it's a reflection of the growing passion for outdoor adventure," said Gray Rentz, Vice President and General Manager of Polaris Experience. "Outfitters give riders of all skills the opportunity to connect with the outdoors in meaningful ways. It's not just about offering rides – it's about unlocking experiences at popular riding destinations or in rider's own backyards."

By the Numbers: Two Million Customer Rides

- 40% of Riders are new to powersports
- Enough miles driven to go to the moon and back nearly 350 times and drive around the world over 3,000 times
- Over 600 adventures are available for customers
- 250 Outfitters across 41 States
- 164MM people are within a 1-hour drive of at least one Outfitter

Since launching in 2017, Polaris Adventures has championed and partnered with locally owned small businesses –

many of them family-run – helping drive local economies, while making the outdoors and powersports more accessible. At their core, these Outfitters offer vehicle rentals, but more importantly, they bring deep, on-the-ground knowledge of the most scenic routes, hidden gems and can't-miss attractions in their respective regions.

In 2022, Polaris Adventures eclipsed one million customer rides and made its international debut in Mexico's Baja California Peninsula and Wanaka, New Zealand. Less than three years later, Polaris Adventures has doubled that number and accelerated its growth through various offerings and innovations, such as:

- Equipping Outfitters with a refreshed fleet of high-quality vehicles that have the latest in safety, comfort and navigation technology, helping ensure every ride delivers a seamless, confidence-inspiring experience from start to finish.
- Launching **Polaris Adventures Elite** – a suite of more than 20 selectable tools available to help small, independent outdoor experience operators run their businesses more efficiently and further advance the overall outdoor adventure experience for customers.
- Partnering with Sensible Weather so Outfitters can offer a Weather Guarantee to customers at booking to receive up to 100% reimbursement of the cost of their ride in the event of inclement weather.

"As the global leader in powersports, Polaris is passionate about introducing people to the unique possibilities and experiences powersports can create in the outdoors," said Rentz. "The two-million-ride mark is a testament to this, and we are committed to continuing to help more people experience the outdoors in an off-road vehicle, snowmobile, Slingshot or boat."

To learn more about Polaris Adventures or plan your next ride, visit adventures.polaris.com.

About Polaris Adventures

Polaris Adventures is the experience business of global powersports leader Polaris Inc. (NYSE: PII). Since its launch in 2017, it has grown into the nation's leading powersports vehicle rental offering, with tools available to help more than 250 outdoor experience Outfitters run their business. Through this network of Outfitters, Polaris Adventures creates opportunities for customers to get outside, try new activities, or even new models of powersports vehicles at top riding destinations nationwide. To learn more visit adventures.polaris.com.

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. Polaris' high-quality product line-up includes the RANGER, RZR, Polaris XPEDITION, and GENERAL side-by-side off-road vehicles; Sportsman all-terrain off-road vehicles; military and commercial off-road vehicles; snowmobiles; Indian Motorcycle mid-size and heavyweight motorcycles; Slingshot moto-roadsters; Aixam quadricycles; Goupil

electric vehicles; and pontoon and deck boats, including industry-leading Bennington pontoons. Polaris enhances the riding experience with a robust portfolio of parts, garments, and accessories. Headquartered in Minnesota, Polaris serves nearly 100 countries across the globe. www.polaris.com

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