



NEWS RELEASE

Polaris Donates \$1 Million to Advance ATV and UTV Safety Through 4-H Youth Development

2025-06-11

Donation enables expansion of existing programming with Minnesota 4-H and will help initiate pilot youth safety 4-H programs in Utah and Wisconsin

MINNEAPOLIS, June 11, 2025 /PRNewswire/ -- Today, Polaris Inc. (NYSE: PII), a global leader in powersports, announces a \$1 million donation to the Minnesota 4-H Youth Development program, part of University of Minnesota Extension, to expand critical all-terrain (ATV) and utility vehicle (UTV) safety education and training programs.

Polaris has partnered with Minnesota 4-H since 2019, delivering ATV and UTV safety education to nearly 4,000 youth. This additional investment by Polaris will help create enhanced, high-impact ATV and UTV safety curriculum and educational materials as well as:

- Enable year-round programming for Minnesota 4-H's ATV and UTV safety training program, significantly increasing its capacity and reach.
- Train and certify new adult volunteers to help reach more youth on ATV and UTV safety messaging.
- Initiate new safety program pilots with Utah and Wisconsin 4-H, developed in partnership with Minnesota 4-H leadership.
- Develop and implement a nationwide online youth ATV and UTV safety course.

"This generous support from Polaris will significantly expand our safety education efforts and allow us to bring our increasingly popular 4-H Outdoor Education programming to new audiences," said Jennifer Skuza, associate dean, University of Minnesota Extension, and Minnesota 4-H director. "We anticipate a three to fourfold increase in youth participation across Minnesota and are excited to help pilot this program in Utah and Wisconsin as well."

The [Minnesota 4-H ATV and UTV Safety Program](#) allows participants to become certified through the Minnesota Department of Natural Resources (DNR) to ride on public trails and land, with certified volunteers using DNR and 4-H ATV curriculum. Participants learn about responsible off-road vehicle operation, risk awareness, proper safety protocols and how to be good stewards of the land. 4-H adult volunteers will also have the opportunity to be certified in the ATV Safety Institute's "Train-the-Trainer" safety certification.

In addition to the training program, the partnership with Polaris has also supported safety displays at farm safety events and county and state fairs, reaching more than 800,000 youth since its inception.

"We share 4-H's goal of blending outdoor experiences with safe and responsible riding and are proud of the work we've done together through the years," said Pam Kermisch, Chief Customer and Growth Officer and President of the Polaris Foundation. "We look forward to expanding our efforts and reaching new youth through pilots in additional states as well as the development of an online safety course."

Part of that expansion includes pilot programs in Wisconsin and Utah, where Minnesota 4-H will share resources to help both states build out their ATV and UTV safety programs.

"We know our 4-Hers become leaders and ambassadors in their communities," said Dave Francis, Extension Youth Programs Director and Utah 4-H State Director. "By extending the Minnesota programming into a pilot in Utah, we aim to encourage our youth to lead the way in demonstrating safe and responsible off-highway vehicle riding practices, both on the farm and on the trails."

Rider safety is a top priority for Polaris. Offering the industry's largest lineup of youth vehicles, Polaris is committed to educating youth on safe and responsible riding practices along with offering advanced vehicle safety technologies. Learn more at [Polaris.com](https://www.polaris.com).

About University of Minnesota and Minnesota 4-H

The University of Minnesota System is driven by a singular vision of excellence. We are proud of our land-grant mission of world-class education, groundbreaking research, and community-engaged outreach, and we are unified in our drive to serve Minnesota. We apply our expertise to meet the needs of Minnesota, our nation, and the world. We partner with communities across Minnesota to engage our students, faculty, and staff in addressing society's most pressing issues.

Minnesota 4-H is the largest youth development program in the state, serving over 40,000 young people every year. The program, run by University of Minnesota Extension, is developed using rigorous educational standards and is designed to nurture youth into becoming innovators and leaders.

For more news from U of M Extension, visit www.extension.umn.edu/news or contact Extension Communications at extdigest@umn.edu. University of Minnesota Extension is an equal opportunity educator and employer.

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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