



NEWS RELEASE

Polaris Evolves Brand to Reflect Growth and Encourages Consumers to Think Outside

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Corporate branding connects millions of established and new customers with Polaris' growing family of products, services

MEDINA, Minn.--(BUSINESS WIRE)-- For more than 65 years, Polaris (NYSE: PII), the world leader in powersports, has powered millions of people's ability to work and play outside through ingenuity and determination. Today, the company revealed a new corporate brand platform that represents its remarkable evolution to a global market leader with more than 30 brands and multiple services responsible for the company's growth into a major influencer on powersports and beyond.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190729005177/en/>

"Think Outside" reflects Polaris' pioneering approach to advance how consumers work and play outside. (Photo: Polaris)

Think Outside –the evolved Polaris brand position – articulates the company's

corporate brand in a way that supports its vision, defines its pioneering spirit, sets it in the marketplace and expresses the value offered through its expansive products and services.

"Our founders built the first snowmobile so they could embark farther into the snow-covered woods of northern Minnesota, and we have spent the last 65 years continuing to bring that pioneering approach to everything we do, from creating the first automatic ATV and sport-recreational side-by-side vehicle to introducing **RIDE COMMAND** and other technology solutions to assist in the adventure," said Chairman and Chief Executive Officer of Polaris Scott Wine. "Today, Polaris offers a wide range of products and services designed to help our customers experience

ultimate enjoyment outside. Our evolved Polaris branding, Think Outside, articulates the unifying thread that runs across every product, experience and service we offer.”

From the latest product designs and strategic partnerships to introducing ride and drive experiences like **Polaris Adventures**, Polaris continues to expand its offerings. Reflecting on the company’s commitment to customer centricity and growth, Polaris will use the updated corporate branding as a part of its efforts to share the larger Polaris story that is representative of its entire business portfolio. The new branding is part of the company’s overall customer growth strategy.

“Think Outside is reflective of our pioneering approach to advance how our customers work and play outside. It highlights our unbreakable bond with the outdoors and our past, current and future focus on ingenuity. Whether you are getting out on the sand, snow, water, trails or road, Polaris is driven to help people find innovative ways to do more outside,” said Wine. “The new brand tells our story in a way that connects us with our current consumers while also inviting new ones into the Polaris community. Over the next 10 years, we aim to grow our Polaris customer base by nearly 50%, both through people who currently know and enjoy powersports and by introducing new consumers to the space and all that Polaris has to offer.”

In addition to Think Outside, the brand work includes a corporate brand purpose, updated logo and emblem, and visual-identity system focused on sharing the meaningful connections people have with outdoor work and play when supported by the right products and experiences. The last significant Polaris brand evolution took place in 1981.

The new branding will appear across the company’s advertising, website and social channels. The new logo will roll out gradually to other areas of the business, including products that display the Polaris logo, buildings and other physical signage, over the course of the next several years. As a part of the efforts, Polaris is also changing the full name of its legal entity from Polaris Industries, Inc. to Polaris Inc.

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. With annual 2018 sales of \$6.1 billion, Polaris’ high-quality product line-up includes the Polaris RANGER, RZR and GENERAL side-by-side off-road vehicles; Sportsman all-terrain off-road vehicles; Indian Motorcycle mid-size and heavyweight motorcycles; Slingshot moto-roadsters; snowmobiles; and deck, cruiser and pontoon boats, including industry-leading Bennington pontoons. Polaris enhances the riding experience with parts, garments and accessories, along with a growing aftermarket portfolio, including Transamerican Auto Parts. Polaris’ presence in adjacent markets includes military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly

headquartered in Minnesota, Polaris serves more than 100 countries across the globe. www.polaris.com.

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