



NEWS RELEASE

Polaris Expands 2020 Model Year Lineup With New GENERAL and Youth Machines

2020-03-02

GENERAL 1000 Sport Makes Off-Road's Premier Sport-Utility Side-by-Side Lineup More Accessible;
Outlaw 70 EFI Delivers Industry-Leading Safety Features for the Next Generation of Off-Road Riders

MINNEAPOLIS--(BUSINESS WIRE)-- **Polaris Off Road**, the world leader in powersports and off-road innovation, has expanded its 2020 **GENERAL** and **youth ATV** lineups with the introduction of the new GENERAL 1000 Sport and all-new Outlaw 70 EFI. Both models add to Polaris' industry-leading product portfolio and reinforce its continued commitment to grow the sport of off-road riding. With this introduction, Polaris is making the GENERAL lineup more accessible while innovating its youth ATV offering with added safety features and benefits that grow with youth riders.

For riders looking to elevate their off-road adventure, the new GENERAL 1000 Sport is their ticket into the off-road's premier sport-utility side-by-side lineup. Built to take on back-forty jobs and backcountry trails, the new Sport model delivers all the class-leading capability, comfort and style that GENERAL is known for. Polaris took everything riders know and love from the GENERAL 1000 base model and added a new exterior color, eye-catching graphics, color-matched springs and trail-ready, 12-inch aluminum wheels – all for a new starting price of \$15,999.

The all-new Polaris Outlaw 70 EFI sets the new standard for the next generation of riders. The kid-friendly ATV is equipped with industry-leading safety features for parents' peace-of-mind, while the larger, ergonomic design allows the machine to grow with its rider. All-new accessory options provide added convenience and protection for the next generation of off-road riders. The Outlaw 70 EFI also features electronic fuel injection (EFI), which offers improved cold starts – a benefit both kids and parents will love.

"Polaris is committed to growing the off-road community, and it starts with putting the customer at the center of

everything we do. This has never been more evident than in the release of these new models,” said Steven Menneto, president of Off Road, Polaris. “The GENERAL 1000 Sport makes off-road adventure more accessible with a new starting price while delivering more value with enhanced features. The Outlaw 70 EFI brings innovative safety features in a youth ATV that is designed to accommodate next-generation riders as they grow, providing peace of mind and long-term value that parents will appreciate.”

2020 GENERAL 1000 Sport – Starting at \$15,999 U.S. MSRP

Whether trail riding with friends and family, tackling the next task on the property or trekking to a favorite camp site, the GENERAL 1000 Sport is factory-equipped to elevate any adventure. True on-demand all-wheel drive and a class-leading 100-horsepower ProStar 1000 engine provide sure-footed traction and ample power to confidently take on any trail and have fun along the way. A class-leading 12-inches of suspension travel and 12-inches of ground clearance ensure the ride is smooth even when the terrain is not, while bolstered bucket seats and standard half doors further enhance rider comfort. For adventures requiring more gear, riders can haul up-to 600-lbs in the dumping cargo box and tow up-to 1,500-lbs.

The GENERAL 1000 Sport adds to this impressive list of standard features with new eye-catching, action-inspired graphics, color-matched springs and trail-ready, 12-inch aluminum wheels. With more than 300 Polaris Engineered accessory options, riders can further customize the vehicle to make the most of every adventure. Available at a new, lower price, GENERAL 1000 Sport delivers more value while offering a more accessible entry point to the off-road’s premier sport-utility lineup.

The GENERAL 1000 Sport is available in Avalanche Gray and will begin arriving in dealerships in April.

2020 Outlaw 70 EFI - Starting at \$2,299 U.S. MSRP

The all-new Outlaw 70 EFI is designed for riders six-years-old and up. It is the latest addition to the industry’s largest youth vehicle lineup and replaces the best-selling Outlaw 50. Safety is at the forefront of the Outlaw 70 EFI, which delivers easy-to-use single-lever disc brakes, an enclosed engine, a parent-adjustable speed limiter and an industry-exclusive safety kit featuring a helmet, safety tether, training DVD and whip flag.

Its 70cc engine suits a wider range of youth skill levels and is complemented with a larger ergonomic design, which allows riders to continue to enjoy the machine as they grow. All-new styling and accessories include LED lights for improved rider visibility as well as front-and-rear bumpers, a storage bag, windshield and a decal kit that allows kids to customize the machine and make it their own.

The Outlaw 70 EFI is available in White/Red or White/Pink graphic options and will be available in dealerships

beginning in April.

To find more information about the new 2020 GENERAL and Youth models from Polaris, visit [Polaris.com/OffRoad](https://www.polaris.com/OffRoad) and join the conversation on **Facebook**, **Instagram** and **Twitter**.

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 2019 sales of \$6.8 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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Source: Polaris Inc.