



NEWS RELEASE

Polaris Honors Valley ATV of Danville with Induction into the Company's Hall of Fame

2016-08-16

Business Run by Paul & Mary Lou Staats is a Leading Polaris Off-Road Vehicle Dealership

MEDINA, Minn.--(BUSINESS WIRE)-- Polaris Industries Inc. recently inducted a retired company executive and two outstanding dealers, including Valley ATV of Danville, into the Polaris Hall of Fame during a ceremony at the Polaris National Sales Meeting held in Nashville.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160816005843/en/>

From Left to Right: Back Row - Tim Larson, SVP Global Customer Excellence; Jean Lahmon; Andrea Staats; Emmy Lou Staats; Nathan Staats; Paul Staats; Scott Wine, Chairman and CEO; Mary Lou Staats; Doug Staats; Alayna Wittel; Lindsey Staats; Ashley Wittel and Kevin Wittel; Front Row - (three little ones) Taylor Staats; Tessa Wittel and Carter Wittel (Photo: Business Wire)

The Polaris Hall of Fame was established in 2004 during the company's 50th anniversary. Retired employees and Polaris dealers are among those recognized for their roles in the

company's growth and success. Inducted along with Valley ATV today were retired company executive Mike Malone and another Polaris dealership, Teixeira's Polaris of Hyde Park, N.Y.

"We are honored to pay tribute to special individuals and outstanding dealers like Valley ATV that were inducted this year into the Polaris Hall of Fame," said Polaris CEO Scott Wine. "Their dedication and commitment have been instrumental in the company's continued growth and long-term success."

In 1994, dairy farmer and part-time ATV repairman Paul Staats became a Polaris dealer, setting up shop on his farm

property outside of Danville. From this rural setting, Paul sold 75 Polaris units in his first year, and Valley ATV has grown and thrived in the two-plus decades since. Valley ATV is known for offering Polaris off-road vehicles at fair prices and then providing outstanding vehicle service and incomparable customer service to its loyal customer base. The dealership carries large inventories of parts and accessories to help customers maximize their riding time.

One of Paul's earliest employees, his mother-in-law Jean Lahmon, continues to process vehicle titles, while his wife Mary Lou is the office manager. Their oldest son, Doug, a former professional ATV racer, is the sales manager, while daughter Ashley's husband Kevin is a shop mechanic, as is the owner's youngest son, Nathan.

The other 2016 Polaris Hall of Fame inductees are:

- **Teixeira's Polaris** became a Polaris dealer in 1995, when Paul Teixeira converted the family's Hyde Park, N.Y., service station into a dealership. Through the commitment of Teixeira, his wife Pam (the dealership office manager), and their loyal staff, the dealership has grown and expanded steadily. Carrying the full complement of Polaris off-road products and delivering exceptional vehicle and customer service, Teixeira's Polaris has become a stellar Polaris dealership and valuable community asset.
- **Mike Malone** joined Polaris in 1984 as Accounting Manager, and in 1993 he was named Vice President and Treasurer. Four years later he became Vice President-Finance and Chief Financial Officer (CFO), titles he held until his retirement in 2015.

For most of his 30-plus years with Polaris, he led the talented team that oversaw the company's finances, and he served as the fiscal conscience as Polaris grew to become a global leader in the powersports industry. Malone helped Polaris evolve from being primarily a snowmobile manufacturer with limited seasonal cash flow into a diversified manufacturer of on- and off-road vehicles with brands that are popular with riders worldwide.

Photo Caption From Left to Right

Back Row – Tim Larson, SVP Global Customer Excellence; Jean Lahmon; Andrea Staats; Emmy Lou Staats; Nathan Staats; Paul Staats; Scott Wine, Chairman and CEO; Mary Lou Staats; Doug Staats; Alayna Wittel; Lindsey Staats; Ashley Wittel and Kevin Wittel

Front Row – (three little ones) Taylor Staats; Tessa Wittel and Carter Wittel

About Polaris

Polaris Industries Inc. (NYSE: PII) is a global powersports leader with annual 2015 sales of \$4.7 billion. Polaris fuels the passion of riders, workers and outdoor enthusiasts with our RANGER®, RZR® and POLARIS GENERAL™ side-by-

side off-road vehicles; our SPORTSMAN® and POLARIS ACE® all-terrain off-road vehicles; VICTORY® and INDIAN MOTORCYCLE® midsize and heavyweight motorcycles; SLINGSHOT® moto-roadsters; and Polaris RMK®, INDY®, SWITCHBACK® and RUSH® snowmobiles. Polaris enhances the riding experience with parts, garments and accessories sold under multiple recognizable brands, and has a growing presence in adjacent markets globally with products including military and commercial off-road vehicles, quadricycles, and electric vehicles. www.polaris.com

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160816005843/en/>

Source: Polaris Industries Inc.

Polaris Industries Inc.

Marlys Knutson, 763-542-0533

marlys.knutson@polaris.com