



NEWS RELEASE

# Polaris Hosted 'RANGER Country™ USA' Celebration for Pinedale, Wyoming With Help From Country Music Superstar Jake Owen

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Official Naming Celebration Featured a Performance and Three New RANGER® Vehicle Donations

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris®, the industry leader in off-road vehicles, awarded Pinedale, Wyoming, with the title of "RANGER Country™ USA," and hosted a celebration for residents of Sublette County with a performance by country music superstar, Jake Owen. During the April 12 event, Polaris unveiled a "RANGER Country™ USA" mural depicting the RANGER-lifestyle embodied by Pinedale that will live at town hall along with donations of the all-new RANGER CREW XP 1000 to Tip Top Search and Rescue, M.E.S.A. Therapeutic Horsemanship and Boy Scouts of America, Pinedale.

"I can't thank Pinedale and Polaris enough for having me be part of their RANGER Country USA celebration," said Owen. "I am honored to have been part of this program that pays tribute to my people, small town Americans. I hope the residents of Pinedale had as much fun as I did last night."

"We are honored to have celebrated Pinedale and award them with their well-deserved RANGER Country USA title," said Kyle Duea, vice president Off-Road Marketing at Polaris. "RANGER Country USA represents the thousands of small towns and Americans that helped us reach the one-million RANGER milestone. We hope to continue building on this campaign and pay homage to hardworking Americans."

To celebrate building its one-millionth RANGER utility side-by-side vehicle, Polaris kicked off the search for "RANGER Country USA" with country music star Jake Owen. The two-month campaign featured video profiles devoted to five

small towns from across the United States, including Pinedale, and asked consumers to vote for the town they believed was most-deserving of the title. After three weeks of voting, Pinedale, Wyoming, was voted "RANGER Country USA." Corning, Arkansas; Darlington, Wisconsin; Spring Creek, Nevada; and Stephenville, Texas were among the four other towns vying for the title and were awarded for their participation in the campaign with three RANGER vehicle donations.

Since its introduction in 1998, Polaris RANGER has continuously set the standard for utility side-by-side vehicles with its industry-leading capabilities. With over one-hundred owner-inspired improvements, the all-new 2019 RANGER CREW® XP 1000 represents the culmination of nearly two decades of innovation.

For more information about Polaris and "RANGER Country USA," visit [ranger.polaris.com](http://ranger.polaris.com) and [rangercountryusa.com](http://rangercountryusa.com). Also visit us and join the conversation by using #RANGERCOUNTRYUSA on **Facebook**, **Instagram** and **Twitter**.

For tour dates and more information, visit [www.jakeowen.net](http://www.jakeowen.net), on Facebook at [www.facebook.com/jakeowen](http://www.facebook.com/jakeowen), and follow him on Instagram @jakeowenofficial & Twitter @jakeowen.

## About Polaris

Polaris Industries Inc. (NYSE: PII) is a global powersports leader that has been fueling the passion of riders, workers and outdoor enthusiasts for more than 60 years. With annual 2017 sales of \$5.4 billion, Polaris' innovative, high-quality product line-up includes the RANGER®, RZR® and Polaris GENERAL® side-by-side off-road vehicles; the Sportsman® and Polaris ACE® all-terrain off-road vehicles; 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, along with a growing aftermarket portfolio, including Transamerican Auto Parts. Polaris' presence in adjacent markets globally includes military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. Visit [www.polaris.com](http://www.polaris.com) for more information.

## About Jake Owen

Owen has had six No. 1 singles to date - the 2X PLATINUM anthem "Barefoot Blue Jean Night," PLATINUM-certified hits "Beachin'," "Anywhere with You," "Alone with You," "The One That Got Away," and, GOLD-certified "American Country Love Song." Owen's fifth studio album, AMERICAN LOVE, debuted at No. 1 on Billboard's Top Country Albums chart and No. 4 on the Billboard 200 all-genre chart. Most recently, Owen signed a new label deal with Big Loud Records, reuniting him with Joey Moi, who produced his biggest hits to date. Owen and Moi are currently in the studio working on a forthcoming project.

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