



NEWS RELEASE

Polaris Industries Declares Increase in Cash Dividend

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Board of Directors approves a 5% increase in the regular quarterly cash dividend

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE:PII) announced today that its Board of Directors approved a 5 percent increase in the regular quarterly cash dividend, raising the payout to \$0.58 per share. This increase represents the 22nd consecutive year of Polaris increasing its dividend effective with the 2017 first quarter dividend. The first quarter dividend will be payable on March 15, 2017 to shareholders of record at the close of business on March 1, 2017.

Scott Wine, Polaris' Chairman and CEO, commented, "We are very proud of our 22-year history of increasing dividend payments. We have maintained a disciplined, consistent approach to returning cash to shareholders, and dividends remain one of the important ways we can deliver further value. We believe this most recent dividend increase underscores our confidence in Polaris' future growth and profitability prospects, steady cash flow generation, and continued strong financial position."

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 2016 sales of \$4.5 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 include 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 for more information.

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