



NEWS RELEASE

Polaris Industries Declares Increase in Cash Dividend

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Board of Directors approves a 3% increase in the regular quarterly cash dividend; 23rd consecutive year of dividend increases

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE:PII) announced today that its Board of Directors approved a 3 percent increase in the regular quarterly cash dividend, raising the payout to \$0.60 per share. This increase represents the 23rd consecutive year of Polaris increasing its dividend effective with the 2018 first quarter dividend. The first quarter dividend will be payable on March 15, 2018 to shareholders of record at the close of business on March 1, 2018.

Scott Wine, Polaris' Chairman and CEO, commented, "We have an unwavering commitment to being a customer-centric, highly efficient growth company. A disciplined approach to capital allocation is fundamental to that goal as we seek to create ongoing long-term value for our shareholders. Polaris' 23rd consecutive annual dividend increase is a testament to that promise, and reflects our confidence that we will continue to strengthen our market leadership through a focus on superior innovation, productivity, safety, quality, and customer service."

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 for more information.

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