



NEWS RELEASE

Polaris Industries Inc. to Present at The Raymond James Institutional Investors Conference

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MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII) announced today that it will present at The Raymond James 36th Annual Institutional Investors Conference at the JW Marriott in Orlando, Florida on Tuesday, March 3, 2015 at 10:25 a.m. ET. Scott Wine, Chairman and CEO of Polaris, will provide a brief review of the Company's past performance as well as an update on current business conditions.

An audio webcast of the presentation with slides will be available by accessing the Polaris Investor website at ir.polaris.com. A replay of the webcast will be available for one week following the event.

About Polaris

Polaris is a recognized leader in the powersports industry with annual 2014 sales of \$4.5 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles, including all-terrain vehicles (ATVs) and the Polaris RANGER[®] and RZR[®] side-by-side vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles.

Polaris is among the global sales leaders for both snowmobiles and off-road vehicles and has established a presence in the heavyweight cruiser and touring motorcycle market with the Victory[®] and Indian Motorcycle[®] and Slingshot[®] brands. Additionally, Polaris continues to invest in the global on-road small electric/hybrid powered vehicle industry with Global Electric Motorcars (GEM), Goupil Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris Engineered Parts, Accessories and Apparel, Klim branded apparel and ORV accessories under the Kolpin[®], Cycle Country[®] and Pro Armor[®] brands.



Polaris Industries Inc. trades on the New York Stock Exchange under the symbol "PII", and the Company is included in the S&P Mid-Cap 400 stock price index.

Information about the complete line of Polaris products, apparel and vehicle accessories are available from authorized Polaris dealers or anytime at www.polaris.com.

Source: Polaris Industries Inc.

Polaris Industries Inc.

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