



NEWS RELEASE

# Polaris Launches New GEMs with Premium Style and Fun for Cruising Neighborhoods

2021-04-12

All-electric, street-legal GEM low-speed vehicles are now offered with new personal customization

ANAHEIM, Calif.--(BUSINESS WIRE)-- GEM, an all-electric premium offering in personal carts, is now providing people who cruise their neighborhoods with all-new ways to extend their personality into their favorite vehicle. Today, Polaris Inc. (NYSE: PII) is launching an entirely new line of offerings for street legal **GEMs**; a panoramic sky roof, 11 bold paint color options, premium upholstery options, new sport tires and rims, Rockford Fosgate® audio, and interior glow lighting. These new options paired with GEM's already sustainable, safe and stylish design offers over 10,000 configurations for customers to create their own personalized cart to enjoy their communities and stand out with their style.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20210412005010/en/>

Polaris is launching an entirely new line of offerings for its street legal GEM vehicles. These all-electric premium personal carts provide people who cruise their neighborhoods with all-new ways to customize their GEM extending their personality into their favorite vehicle.

(Photo: Business Wire)

“GEMs have been used in beach towns, neighborhoods, and gated, golf and leisure communities for decades. We’ve seen trends that more and more

residents in these areas want a cart to socialize, cruise to entertainment areas, and use in other ways to simply enjoy the community,” said Keith Simon, vice president and general manager, Polaris Commercial. “We’ve also seen a major increase in these customers wanting to find ways to make these carts their own, so we invested to make that happen with our GEMs, a street legal cart that already stands out in the crowd.”

## Meet GEM at the Intersection of Style, Sustainability and Safety

GEM electric vehicles are the ultimate personal transport vehicles – and their designation as low-speed vehicles (LSVs) make them street legal. They are made to order in Anaheim, California with factory-installed accessories for the highest quality finish, tailored for each customer. Polaris GEM electric vehicles are allowed on any road posted 35 mph or less and are charged by standard outlets. Open air or with doors and windows, the vehicles offer a uniquely fun ride for drivers and passengers alike without sacrificing GEM's established safety features like forward-facing bucket seats, three-point seatbelts, signal and headlights, automotive-grade windshield, side and rearview mirror, back-up camera and front and rear hydraulic brakes.

## Panoramic Sky Roof Adds Open Feel

All-new, transparent Panoramic Sky Roof utilizes motorcycle windshield technology allowing the modified acrylic roof to span the entire length of the GEM in each model configuration – two, four and six-seat. The roof panels come in translucent smoked gray to help filter sunlight while maintaining a clear, expansive and unique view up. A white roof is also still available.

## Bold Paint Colors Bring Personality

In addition to white and black exterior colors, GEMs can now be ordered in either a gloss or matte finish in Sunset Red, Navy Blue, Titanium Metallic Gray, Bronson Rock and Orange Rust as well as Radiant Green in a gloss finish for 11 new color options.

## Premium Upholstery Gives Ultimate Comfort

Individual bucket seats with high backs are ergonomic for ultimate comfort over bench seats. A new seat pattern is highlighted by three high-end vegan leather fabrics to introduce appealing textures that elevate the style of the seat. The seats are offered in three new color options to add to the customization of each GEM. The weather-resistant, luxe seats can be covered in Beechwood, Avalanche Gray and Black or Beachwood and Black color combinations.

## Integrated Rockford Fosgate® Audio Provides the Soundtrack for Fun

Superior sound quality is provided by the newly designed Rockford Fosgate® audio system. Made to withstand weather, the speakers are Element Ready™ and deliver superior outdoor audio performance without the need for an amplifier. A bigger, surround sound is possible with two speakers in front and two in back. These speakers are controlled by an in-dash tuner that is Bluetooth® and audio-in compatible to broadcast audio from another device,

like a cell phone, or use the built-in AM/FM tuner for the radio.

## Sport Tires and Rims Offer Superior Style

Customization continues with the addition of larger, blacked-out, 16-inch wheels. The new rims are painted black with bright machined accents and the new sport tire has an aggressive tread pattern for added style.

## Interior Low-Glow Feature Lighting Adds Ambiance

Interior LED lighting can switch between blue and white with the flip of a switch for ambient or task lighting within the GEM.

In addition to these all-new options to add style and fun to GEM, Polaris has a full line of existing options that seamlessly integrate with the new options; doors, bumpers, aluminum wheels, tilt and power steering, a rear trunk box and more. All of these options can be viewed in GEM's online configurator and built into a personalized cart to match individual styles and use for an **ultimate street-legal electric cart**.

## Creating the Ultimate Rider Experience for Commercial Shuttles

The Polaris GEM's comfortable interior, quiet ride, enjoyable open-air design and unique appearance also make it a popular platform for shuttle services on academic and corporate campuses, urban and entertainment districts, hotels and resorts. The premium look of the vehicle enhances a property's brand, providing riders with a uniquely enjoyable experience. The rider experience can be accentuated with GEM's all-new accessories. The transparent roof that lets passengers fully experience the outdoors unlike any other vehicle; the interior lighting not only help riders easily see their belongings but also helps the vehicle and associated property stand out on the road; and also all-new Bluetooth® Rockford Fosgate® audio provides for a fun experience.

As a company, Polaris is expanding its electric vehicle portfolio with "rEV'd Up," an initiative focused on leading the powersports industry in electrification, investing even more in electrification for off-road and recreational vehicles. Over the last decade, Polaris has sold \$1 billion in electric vehicles from across the portfolio – with GEM being a part of that. GEM will continue to advance electric benefits for the personal cart customer.

## About Polaris GEM

**GEM electric vehicles** are the ultimate personal transport vehicles – and their designation as low-speed vehicles (LSVs) make them street legal. They are made to order in Anaheim, California with factory-installed accessories for the highest quality finish, bespoke for each customer. Polaris GEM electric vehicles are allowed on any road posted

35 mph or less and are charged by standard outlets. Since their introduction in 1998, more than 60,000 GEM low-speed vehicles have been produced. These street-legal personal carts are highly customizable with more than 10,000 configurations for customers to tailor the already sustainable, safe and stylish design. **GEMcar.com**

Editor Note: For high-resolution images and other information, please visit <http://bit.ly/GEM-MediaKit> or contact Katie Paulson, [katie@kp-publicrelations.com](mailto:katie@kp-publicrelations.com).

## About Polaris

As the global leader in Powersports, Polaris Inc. (NYSE: PII) pioneers product breakthroughs and enriching experiences and services that have invited people to discover the joy of being outdoors since our founding in 1954. With annual 2020 sales of \$7.0 billion, Polaris' high-quality product line-up includes the Polaris RANGER, RZR and Polaris GENERAL side-by-side off-road vehicles; Sportsman all-terrain off-road vehicles; Indian Motorcycle mid-size and heavyweight motorcycles; Slingshot moto-roadsters; snowmobiles; and deck, cruiser and pontoon boats, including industry-leading Bennington pontoons. 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 includes military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. **[www.polaris.com](http://www.polaris.com)**

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Katie Paulson

Phone: 651-295-2800

[katie@kp-publicrelations.com](mailto:katie@kp-publicrelations.com)

Source: Polaris Industries Inc.