



NEWS RELEASE

# Polaris Launches OFFLINER Pledge in Honor of National Get Outdoors Day on June 12

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Polaris is encouraging consumers to go offline, embrace nature and THINK OUTSIDE.

MINNEAPOLIS--(BUSINESS WIRE)-- Today, **Polaris Inc.** (NYSE:PII), a global leader in helping people find possibilities outside for more than 65 years, announced a new initiative aimed at inspiring people to get offline and capture the adventure waiting outdoors. Research shows that time spent outdoors has positive impacts on our health, including reduced stress, improved mood and faster healing. This National Get Outdoors Day on Saturday, June 12, Polaris invites consumers to take a pledge to become an OFFLINER.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20210601005102/en/>

In honor of National Get Outdoors Day on June 12, Polaris invites you to break away and pledge to THINKOUTSIDE. Become an OFFLINER at [Polaris.com/ThinkOutside](https://www.polaris.com/ThinkOutside). (Photo: Business Wire)

National Get Outdoors Day is held annually on the second Saturday of June and encourages Americans to get active

outdoors, whether that be in their own backyard or our nation's parks, forests and wildlife refuges. Launching today and running through June 30, 2021, consumers are invited to take a pledge to become an OFFLINER by visiting [Polaris.com/ThinkOutside](https://www.polaris.com/ThinkOutside).

"At Polaris, we're passionate about getting people outside. It is about more than just the products we provide, it is about the experiences and memories we help create," said Mike Speetzen, Polaris chief executive officer. "It's that THINK OUTSIDE mindset that motivates us daily and makes celebrating National Get Outdoors Day a natural fit for Polaris."



In a world where we are constantly online, it's time to turn off and reconnect with the outdoors. More time at home and technology have resulted in a nature deficit and screen time has increased to an average of 13 hours per person per day<sup>1</sup>. Consumers are now looking for a reason to get out, which is evident as searches for "outdoor activities" increased by 82 percent from July 2019 to July 2020, and search levels in 2021 are on pace to match that<sup>2</sup>.

"While we know screen time increased during the pandemic, we also saw many people turn to the outdoors. Taking the OFFLINER pledge means turning off electronics indoors and getting outside. That may mean a walk in the park for some, but to others it may mean a break from routine," said Pam Kermisch, Polaris chief customer engagement and growth officer. "THINK OUTSIDE is our call for people to experience the ultimate enjoyment outdoors and to discover new ideas and possibilities, and we can help make that possible this National Get Outdoors Day."

Those who participate in the OFFLINER pledge will be entered for a chance to win one of five **Polaris Adventures** experiences and other outdoor adventure gear. From an epic off-road excursion in a Polaris RZR to a scenic sunset cruise in a Slingshot, Polaris Adventures has 160 locations across the U.S., making it a perfect option for those who want to try a new way to explore the outdoors.

Join the conversation using #THINKOUTSIDE and follow Polaris Inc. on Instagram, Facebook and Twitter. To learn more about National Get Outdoors Day and the #OFFLINER pledge, visit [Polaris.com/ThinkOutside](https://www.polaris.com/ThinkOutside).

<sup>1</sup>UHC Screen Time 2020 Report

<sup>2</sup>Google Trends; "Outdoor activities" 3/1/19-5/25/21

## 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 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](https://www.polaris.com).

## About Polaris Adventures

Polaris Adventures brings together a select network of Outfitters to provide premium ride and drive experiences at epic destinations nationwide. Creating safe, memorable, year-round adventures for all skill levels, Polaris Adventures offers worry-free half and full-day options for couples, families and adventure groups in state-of-the-art Polaris vehicles. Visit [adventures.polaris.com](https://adventures.polaris.com) to learn more.

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