



NEWS RELEASE

Polaris® Launches Polaris Adventures

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National Network of Premium Ride and Drive Experiences at Epic Outdoor Destinations

MINNEAPOLIS, Nov. 30, 2017 /PRNewswire/ -- Connecting guests with unforgettable experiences coast to coast, Polaris® Industries Inc. (NYSE: PII) has launched Polaris AdventuresSM, the premium network of ride and drive destinations nationwide. Area experts, known as adventure outfitters, provide worry-free ride and drive options in state-of-the-art Polaris vehicles to create safe, memorable adventures for all skill levels.



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"We believe in integrating quality and innovation into everything we do, from the vehicles and products we design, to the services and experiences we create for the consumer," said Scott Wine, Chairman and Chief Executive Officer of Polaris Industries Inc. "The concept for Polaris Adventures arose from our passion to introduce people to powersports, and the realization that we could extend our reach by introducing a new, premium opportunity for off

and on-road day trips. With the growth of the 'sharing economy' we see this as a unique opportunity to share the excitement of riding and driving Polaris vehicles with new customers all across the country."

Polaris Adventures was created after years of contemplating how to bring safe, memorable, vehicle-based adventures to a broader audience nationally. The concept includes numerous outfitters nationwide; from the tropical paradise of Maui, Hawaii, and the desert terrain of Ocotillo Wells, Calif., to the epic mountain passes of Silverton, Colo., and the wooded trails and trout streams of Pittsburg, N.H.

"By establishing partnerships with local area experts, we have created a network of premium riding and driving experiences throughout the country. From Maine to Maui, this program consistently delivers the highest quality ride opportunities on the latest Polaris vehicles. The greatest reward is watching newcomers get into the driver's seat and create a lifetime of memories. That's what it's all about," said Paul Vitrano, Vice President and General Manager of Polaris Experience, LLC.

Explore some of the most picturesque routes across the country, through tall timbered forests, mountain passes, desert pathways, snowy trails and even scenic highways in the latest off-road RZR® side-by-sides, snowmobiles and highway-licensed Slingshot® open-air roadsters. With memorable points of interest for the whole family, guests can choose between half or full-day rides with seamless click-and-book reservations on adventures.polaris.com.

"Simply put, we're empowering families to explore," said Jan Rintamaki, Director of Polaris Adventures. "My fondest family memories are when we're unplugged, enjoying nature and discovering new places. It's an honor to bring these same experiences to others."

Rintamaki is the architect behind Polaris Adventures' push for responsible recreation and concepts like 'pick your own adventure' where, for example, you can load a family of four in a RZR at Bear Rock Adventures in New Hampshire and explore April's Maple, a sustainably harvested maple sugarhouse in Vermont.

Once guests have arrived at the location, outfitters offer adventure experiences driving state-of-the-art Polaris vehicles that come equipped with intuitive navigation and accessories tailored to the local environment. All guests are given vehicle and safety instructions, making the experience approachable for any skill level. Guided tours are also available in select destinations. To start your adventure, visit adventures.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 to learn more.

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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