



NEWS RELEASE

Polaris® Named Founding Partner of U.S. Bank® Stadium and Official Partner of Minnesota Vikings

2015-11-10

Vikings-Customized Polaris RZR® Donated to Benefit the United Way

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII) announced today they will be a Founding Partner of U.S. Bank Stadium and an official partner of the Minnesota Vikings.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151110006190/en/>

To kick off the Vikings partnership, Polaris is giving away a limited-edition Vikings RZR® 1000 to benefit the United Way, a long-time philanthropy partner of Polaris and the Vikings.
(Photo: Polaris Industries Inc.)

“As a Minnesota-born company, Polaris is thrilled to partner with the Vikings and support the new stadium. On Sundays during the

football season, if our customers aren't out riding, they're likely cheering on the Vikings. Vikings fans are our current and future customers – and we share a passion for sports and the outdoors. We look forward to exposing even more Vikings fans to Polaris off-road vehicles, motorcycles, snowmobiles and work vehicles through our partnership,” said Scott Wine, Polaris Chairman & CEO.

Polaris' extensive offering of powersports, motorcycles, utility and work vehicles will be featured in and around U.S. Bank Stadium on Vikings game days. Polaris is also exploring unique game-day features for fans, such as chauffeur services from tailgates to the stadium.

To kick off the partnership, Polaris is giving away a limited-edition Vikings RZR® 1000 to benefit the United Way, a long-time philanthropy partner of Polaris and the Vikings. Anyone who goes to www.gtcuw.org/polaris between



today and Dec. 1 and makes a donation or pledges to volunteer will be entered to win (subject to applicable rules).

“With Polaris’ strong reputation as a vibrant Minnesota brand and their significant community presence, this partnership was a natural fit,” said Mark Wilf, Vikings Owner/President. “Not only will Polaris enhance the game experience for fans, we will also collaborate on community outreach efforts, including two offseason Vikings Children’s Fund events. We look forward to working together both to create exciting opportunities for Vikings fans and to have a positive impact throughout Minnesota.”

About U.S. Bank Stadium Founding Partners

Founding Partners of U.S. Bank Stadium will have iconic branding positions within the world-class sports and entertainment venue that will serve as the Minnesota Vikings home beginning in 2016. Not only will the Founding Partners help provide a superior experience for stadium users, but these organizations will also align with the Vikings efforts to have a positive impact on the Minneapolis-St. Paul community and the State of Minnesota. To date, the following Founding Partners have been announced:

- MillerCoors
- Hy-Vee
- Land O’Lakes
- CenturyLink
- Polaris

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 consumer and military 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 Work and Transportation 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

View source version on businesswire.com: <http://www.businesswire.com/news/home/20151110006190/en/>

Source: Polaris Industries Inc.

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