



NEWS RELEASE

Polaris Names Craig Scanlon as New Transamerican Auto Parts President

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MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII) announced today that Craig Scanlon has been named president of Transamerican Auto Parts (TAP), effective immediately. Scanlon will succeed Greg Adler, who is assuming a new role as executive vice chairman for TAP. TAP continues to be a strong component of Polaris' growing Aftermarket segment; Scanlon and Adler will both report to Steve Eastman, president of Aftermarket, Parts, Garments and Accessories for Polaris.

"For more than 50 years, TAP has led the 4x4 Jeep and truck aftermarket thanks to the vision, leadership and passion of the Adler family. As executive vice chairman, Greg's extensive industry knowledge, strategic insight, and strong relationships will continue to play a critical role in supporting the long-term success of the business," said Eastman. "I have full confidence that TAP's market leadership will continue to grow and flourish with Craig at the helm. Craig has an exceptional track record as a proven leader whose clear, strategic vision has been instrumental in helping to shape and grow Polaris' largest business segment. His dedication and passion, combined with his experience building brands and delivering results, makes him well equipped to accelerate growth and drive long-term success for TAP and Polaris."

"This is an exciting time for the 4x4 Jeep and truck aftermarket industry and I'm humbled by the opportunity to lead this talented TAP team," said Scanlon. "TAP's history of industry leadership and culture of customer-first values have been core to its success. I look forward to building upon its strong foundation and continuing to drive momentum and stronger collaboration across all areas of the business including leveraging synergies resulting from the 2016 acquisition."

An experienced leader in the powersports industry, Scanlon most recently served as vice president and chief retail



and marketing officer for Off-Road Vehicles (ORV) at Polaris. During his 14 years at Polaris, Scanlon has held positions of increasing responsibility in marketing, sales and general management supporting both the ORV and Slingshot businesses. Prior to his roles at Polaris, Scanlon held various sales and accounting roles at Ingersoll Rand. He earned his bachelor's degree in accounting from the University of Maryland.

In his new role as executive vice chairman, Adler will be responsible for supporting long-range strategy, pursuing inorganic growth opportunities through TAP's strategic acquisition framework, and serving as a TAP brand ambassador. Adler joined TAP in 1994 and served in various areas of the business before being named TAP's president and CEO in 2005.

"My father founded this business in 1961 as a source for Jeep parts. Today, TAP is an industry leader with a growing portfolio. Craig's vision and enthusiasm leaves me feeling confident in his ability to honor both the Adler legacy and company vision of putting the customer first, while continuing to deliver growth for TAP and Polaris. Craig is inheriting an incredibly talented and dedicated team. The foundation is built for continued success under his highly experienced leadership," said Adler. "I imagine TAP's next chapter will see even more success than its last. On a personal level, my new role as executive vice chairman will allow me to focus on an area of work that I'm extremely passionate about: discovering fresh opportunities, new brands, and untapped segments for TAP."

TAP is a leader in the growing \$10-plus billion Jeep and truck accessory market. Acquired in 2016 by Polaris, TAP operates as a distinct business unit reporting to Eastman. TAP sells and installs an extensive line of accessories for Jeep and truck enthusiasts, including products manufactured under its seven proprietary, industry-leading aftermarket brands: PRO COMP®, RUBICON EXPRESS, SMITTYBILT®, POISON SPYDER™, G2™, LRG® and TRAIL MASTER®. TAP is the largest retailer and installer in the North American market, selling through its own retail and on-line network while also supporting numerous independent accessory retailers/installers.

About Transamerican Auto Parts

Transamerican Auto Parts is the world's leading manufacturer, wholesaler, and retailer of aftermarket parts and accessories for trucks, Jeeps, SUVs and four-wheel drive vehicles. Transamerican operations are comprised of 90 4 Wheel Parts retail locations in North America, Transamerican Wholesale sales and distribution, Dealer Services International and the Transamerican Manufacturing Group which includes Smittybilt, Rubicon Express, G2 Axle & Gear, Pro Comp, LRG Wheels and Poison Spyder. We Sell It. We Own It. We Live It. For more information about Transamerican Auto Parts, Dealer Services International and Transamerican Manufacturing Group, please visit: www.transamericanautoparts.com.

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 2017 sales of \$5.4 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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