



NEWS RELEASE

# Polaris Partners with National Forest Foundation for Pledge to Ride Campaign

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MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII), the leading manufacturer of off-road vehicles, today announced the company is partnering with the National Forest Foundation to offer the "Pledge to Ride" Campaign.

Now through October 31, the time between the company's two Camp RZR events, off-road enthusiasts can visit <http://www.polaris.com/en-us/atv-ranger-rzr/events/camp-rzr/pledge-to-ride> to join the "Pledge to Ride" Campaign. For every person that pledges to ride their off-road vehicle, Polaris will donate \$2 in the pledgee's behalf to the National Forest Foundation. An additional \$3 will be donated if the pledgee proves they have been riding by sharing their ride photos at <http://www.polaris.com/en-us/rzr-side-by-side/submit-story>, or by posting images to social media and using the hashtags #CampRZR and #PledgeToRide.

"Fall is an incredible time to enjoy the outdoors," said Mark Epsky, marketing manager for Polaris RZR. "We felt this campaign was a great way to remind people to get out and ride, and help a good cause in the process."

The money raised as part of the "Pledge to Ride" Campaign will be used to help the National Forest Foundation continue its mission to engage Americans in promoting the health and public enjoyment of our 193-million-acre National Forest System.

## About the National Forest Foundation

The Congressionally-chartered National Forest Foundation works to conserve, restore and enhance America's 193-million-acre National Forest System. Through community-based strategies and public-private partnerships, the NFF has accomplished over 1,500 distinct stewardship projects that have enhanced wildlife habitat, revitalized wildfire-

damaged landscapes, restored watersheds, and improved recreational resources for the benefit of all Americans. Through these projects, we have planted over 4.3 million trees, improved over 117,000 acres of habitat, completed over 10,500 miles of trail work, and engaged over 120,000 volunteers. Web: [nationalforests.org](http://nationalforests.org); Facebook: [facebook.com/NationalForestFoundation](https://www.facebook.com/NationalForestFoundation); Twitter: @nationalforests; Instagram: @nationalforests.

## 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 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 on-road small electric/hybrid powered 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](http://www.polaris.com).

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