



NEWS RELEASE

Polaris® RANGER® Celebrates Two Decades of Innovation and Leadership

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RANGER Teams Up with Tyson Durfey, David Dudley and Lee and Tiffany Lakosky to Commemorate its 20th Anniversary and Celebrate The Owners That Helped Reach This Milestone

MINNEAPOLIS--(BUSINESS WIRE)-- For the past two decades, Polaris RANGER® vehicles have become reliable workhorses for Americans doing a variety of jobs in some of the most unforgiving conditions imaginable. In 1998 Polaris revolutionized the side-by-side category by debuting the RANGER 6x6 vehicle. Since then, Polaris has continuously set the standard for utility side-by-side vehicles with its industry-leading capabilities and celebrated rolling the one-millionth RANGER off the assembly line in Huntsville, Alabama, in 2017.

To recognize its 20th anniversary and Polaris' position as the No.1-selling utility side-by-side, Polaris RANGER will celebrate the stories of the owners who made this milestone possible. Polaris is calling upon owners to submit stories about their hardworking RANGER for a chance to win one of three ultimate RANGER experiences.

"While Polaris has been a player in the powersports market for nearly 65 years, we first cut our teeth in the side-by-side category with the groundbreaking introduction of RANGER two decades ago. Since then, we've grown to define and set the standard for every category in the side-by-side market, with RANGER continuing to lead the utility side-by-side category year after year," said Kyle Duea, vice president Off-Road Marketing, Polaris.

To support the 20th anniversary of RANGER, Polaris has teamed up with champion tie-down roper Tyson Durfey, professional angler David Dudley and TV hosts and professional hunters Lee and Tiffany Lakosky to create the ultimate RANGER experiences. Throughout the month of May, owners are encouraged to submit a video or 300 word-max story about their RANGER and what it has helped them achieve for a chance to win an all-expense paid

ultimate rodeo, fishing or hunting adventure hosted by these professionals for a once-in-a-lifetime experience. To learn more about each ultimate RANGER experience visit RANGER20th.com.

"We are celebrating two decades of innovation and best-in-class vehicles thanks to our devoted customers that continue to make RANGER a part of their daily lives," Duea continued. "The 20th anniversary of RANGER is a celebration of our customers and Polaris' continued commitment to deliver the hardest working, smoothest riding vehicles that help owners get any job done, from farming to hunting. We are excited to honor them and hear their stories."

"Creating the RANGER was a team effort. Innovation and breaking new ground does not happen without the people on the team - contributing, listening and pushing," said Mitchell Johnson, son of David Johnson - one of the founders of Polaris. "The culture at Polaris is one full of passion and an overwhelming desire to help people create lasting memories and experiences with our products. We are looking forward to hearing our costumers stories and learning about how their machine helped them push the envelope or finish an epic project."

For more information about Polaris and RANGER's 20th Anniversary, visit RANGER20th.com. Also visit us and join the conversation on [Facebook](#), [Instagram](#) and [Twitter](#).

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 includes 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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