



NEWS RELEASE

Polaris® Slingshot® Debuts Their Three Wheeled Roadster To The Action Sports World At Nitro World Games In Salt Lake City

2017-06-19

Sponsorship represents first for the Polaris Slingshot brand in the action sports community, Will award custom Nitro World Games 2017 SLR vehicle to athlete with "Best Trick"

MINNEAPOLIS, June 19, 2017 /PRNewswire/ -- Polaris® Slingshot®, the bold three-wheeled, open-air roadster, delivers an exhilarating, high-adrenaline ride like nothing else on the road. It takes the rider to the edge. In an effort to align with the ideal platform that personifies its edgy attitude, while reaching thrill-seeking consumers, Slingshot today announced an official sponsorship of the second annual 2017 Nitro World Games in Salt Lake City. The games, being held at Rice-Eccles Stadium on the campus of the University of Utah, promises to feature a sold-out crowd and will be aired live on NBC on June 24.

As part of its sponsorship, which marks the first by the brand in the action sports community, Slingshot will engage fans by showcasing their bold, three-wheeled roadsters in two separate activations on site. Consumers will be able to get up-close-and-personal with the open-air cockpit, insanely low design that takes touring on the road to the edge. Additionally, Slingshot will award a custom Nitro World Games 2017 SLR to the athlete with the best trick, which will be determined by Travis Pastrana, Tony Hawk and Todd Richards.

"The Nitro World Games represents an ideal stage to expose the brand and our vehicles to a group of athletes and consumers that are constantly looking for high-adrenaline and who live their own life on the edge," said Kevin Reilly, Vice President of Marketing – Polaris Motorcycle Division. "We're looking forward to introducing the side-by-side seating, insanely low design and pure-thrill of the Slingshot to the action sports community."

Consumers are encouraged to visit the Slingshot activations, as scheduled to appear will be some of the biggest



stars in the Nitro World Games to engage fans and sign autographs. Outside the stadium, Slingshot will have a massive display featuring four Slingshots while inside the stadium walls will be another interactive display with two additional Slingshots. As part of the sponsorship, Slingshot will receive signage in-stadium as well as inventory on the jumbotron displays during the event.

In addition to the on-site activation activities, the athletes of the Nitro World Games will be afforded a private track day where the athletes will have the opportunity to get behind the wheel and experience the Slingshot.

The second annual 2017 Nitro World Games, June 24 in Salt Lake City, will be aired live on NBC and feature the world's top action sports athletes in dozens of competitions. The brainchild of action sports legend Travis Pastrana, the event condenses more action in one night than fans and viewers will see all year with FMX, BMX, skate, inline, and scooter competitions going on all at once within one massive show. In all, seven champions will be crowned during the three-hour event.

For additional information about the Polaris Slingshot, consumers can visit a **local dealer**. Consumers who visit a local dealer from now until July 31 will receive a \$20 gift card. For every ride, Polaris Slingshot will make a charitable donation to the national United Way up to \$25,000.

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.

About Nitro Circus:

Nitro Circus, the world's biggest action sports entertainment brand, creates electrifying live events and unbelievable original content that at once exhilarates, captivates and inspires thrill-seeking fans worldwide. Co-founded by global superstar Travis Pastrana in 2003, Nitro Circus has since grown into a multiplatform phenomenon producing hit television shows, critically acclaimed documentaries and innovative digital offerings. That success gave rise to the Nitro Circus Live tour. Created in 2010 by action sports industry guru - now Nitro Circus' Executive Chairman and Global Head of Creative - Michael Porra, Nitro Circus Live has travelled the globe, playing to sold-out stadiums on five continents. The company introduced an innovative breakthrough in 2016 with the debut of Nitro World

Games, completely rebooting action sports competition in the process. With over three million tickets sold to date, television programming that has aired in over 60 countries, more than 20 million engaged fans across its social media platforms and a burgeoning consumer products business, Nitro Circus is at the forefront of action sports and entertainment. For more information visit www.nitrocircus.com.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/polaris-slingshot-debuts-their-three-wheeled-roadster-to-the-action-sports-world-at-nitro-world-games-in-salt-lake-city-300475950.html>

SOURCE Polaris Industries Inc.

Jeff Millard - The Brand Amp, 714.333.7150, jeff@thebrandamp.com