



NEWS RELEASE

Polaris Teams Up With Green Bay Packers for One of a Kind Partnership

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Polaris and Packers Host a Tailgate to Trail Sweepstakes Giving Fans the Chance to Enter to Win an All-New Polaris Off-Road or Snowmobile Vehicle

MINNEAPOLIS--(BUSINESS WIRE)-- **Polaris Inc.**, the global leader in powersports, today announced its partnership with the Green Bay Packers. Both Polaris and the Packers have a shared goal of positively impacting local communities in Wisconsin. Together, as a result of their partnership, they will continue to build upon outdoor adventures Polaris brings to the community and help define Packers territory on and off the trails, year-round.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20200910005909/en/>

Polaris and the Packers are excited to kick off this partnership with the Tailgate to Trail sweepstakes, starting September 25th, in which consumers from the greater Wisconsin region have a chance to win an all-new Polaris Off-Road or Snowmobile of their choice¹. Additionally, by purchasing any Polaris Off-Road vehicle or Snowmobile this fall², customers will automatically be entered to win one of several custom Green Bay Packers wraps for their vehicle.

“We are thrilled to be working with the Green Bay Packers who have such a strong community of fans within our neighboring state, sharing the same appreciation for outdoor adventures – in sun or snow,” said Pam Kermisch, Chief Customer Engagement & Growth Officer and Vice President – ORV Marketing, Polaris. “We are looking forward to teaming up with the Packers to honor football, local communities and the great outdoors. This sweepstakes is just the beginning of what we can do together in the coming years.”

Looking ahead to the future of this partnership, Polaris and the Packers aim to enhance communities within the greater Wisconsin region and bring residents the true Packers spirit through a number of upcoming collaborations throughout the region.

“The Green Bay Packers are excited to launch our new partnership with Polaris, the global leader in powersports,” said Chad Watson, director of sales and business development for the Packers. “Sharing Upper Midwestern roots and similar brand attributes, our partnership will highlight Polaris’ snow and off-road vehicles with programs sure to be very popular with our fans.”

To find out more about the Polaris and Green Bay Packer partnership and enter to win the Tailgate to Trail sweepstakes, please visit: <https://www.packers.com/fans/promotions> between September 25th and November 25th for a chance to win.

About Polaris

As the global leader in powersports, Polaris Inc. (NYSE: PII) pioneers product breakthroughs and enriching experiences and services that have invited people to discover the joy of being outdoors since our founding in 1954. With annual 2019 sales of \$6.8 billion, Polaris’ high-quality product line-up includes the Polaris RANGER, RZR and GENERAL side-by-side off-road vehicles; Sportsman all-terrain off-road vehicles; Indian Motorcycle mid-size and heavyweight motorcycles; Slingshot moto-roadsters; snowmobiles; and deck, cruiser and pontoon boats, including industry-leading Bennington pontoons. Polaris enhances the riding experience with parts, garments and accessories, along with a growing aftermarket portfolio, including TransAmerica Auto Parts. Polaris’ presence in adjacent markets includes military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. www.polaris.com.

¹ Valued MSRP of \$25,000.

² All sales of vehicles must be made in WI/Northern MI.

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