



NEWS RELEASE

Polaris® Unveils First Off-Road Vehicle to Feature RIDE COMMAND™

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RIDE COMMAND™ Uses Latest Technology to Elevate Connectivity in Off-Road

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Industries Inc. (NYSE: PII), a global powersports leader, today unveiled RIDE COMMAND, a new concept designed to revolutionize the off-road experience. RIDE COMMAND is a suite of technology solutions that enables riders to connect with other riders and provides centralized, seamless device control, including integrating with mobile phones, cameras and audio. The RIDE COMMAND system includes the RIDE COMMAND mobile app and a weather-resistant, glove-touch RIDE COMMAND 7-in. display. RIDE COMMAND is now available on the 2017 RZR XP® 1000 EPS Velocity Blue Limited Edition, which features several accessories that integrate into the system, including front and rear cameras and in-door audio.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160727005307/en/>

Polaris today unveiled RIDE COMMAND, a new concept designed to revolutionize the off-road experience. (Photo: Business Wire)

Using the RIDE COMMAND app, riders can map routes in advance, as well as track and

share their ride directly to their social feed. In tandem with the app, the RIDE COMMAND display allows riders to track other riders in their group without needing to physically see them. This not only helps riders from getting lost, but enhances the overall ride experience by allowing people to have more space between vehicles. The result is more enjoyment and less dust eating.

“Polaris has become a leader for outdoor enthusiasts by anticipating what our customers will want and delivering it,” said Scott Wine, CEO of Polaris. “Technology is fundamental to the future of Polaris and are we are thrilled to

continue a long history of innovation by being the first to truly connect riders to their vehicles and to other riders with RIDE COMMAND. By providing the conveniences and connectedness found in today's car market – but with functionality tailor-made for the off-road experience – we have made it even easier for consumers to experience the excitement of off-road vehicles.”

“Off-roading is often intended to be a social experience, but in reality, it can be a disconnected one when you can't communicate with other people in your vehicles or in your ride group,” said Matt Homan, President, Off-road Vehicles, Polaris. “RIDE COMMAND is a game-changer in terms of enhancing and broadening the social experience – connecting riders to each other during the ride and giving them tools to share their ride afterward.”

RIDE COMMAND provides seamless device control in one spot. The centralized display enables riders to listen to their favorite music through Bluetooth® or AM/FM radio, and receive text and call notifications on the screen for easy viewing. Accessories such as front- and rear-wired cameras can be connected for increased visibility and GoPro cameras can be controlled right from the display – making sure that all of the best rides can be captured and shared. For streamlined communication, RIDE COMMAND also integrates with a Bluetooth-enabled accessory Sena headset system, which allows riders to speak to and hear passengers.

RIDE COMMAND is available as an accessory for select RZR vehicles for \$1,499.99 for the display and \$199.99 for the mount kit, in addition to in the RZR XP 1000 EPS Velocity Blue Limited Edition, available for \$20,999.

Polaris RZR® has defined the recreational side-by-side (SxS) vehicle category and continues to be the No. 1 selling brand of recreational side-by-sides. RZR delivers the ultimate combination of power, suspension, agility, comfort and customization, making the vehicles superior to all other offerings in the marketplace. By pairing RIDE COMMAND with the top-selling brand of recreational SxS vehicles, Polaris continues its focus on setting the standard for technological innovation.

RIDE COMMAND technology also powers the best infotainment system in the motorcycle industry, now available on the Indian® Chieftain® and Indian® Roadmaster®, and enables fleet-management capabilities in Polaris' GEM® line of electric vehicles.

About Polaris

Polaris Industries Inc. (NYSE: PII) is a global powersports leader with annual 2015 sales of \$4.7 billion. Polaris fuels the passion of riders, workers and outdoor enthusiasts with our RANGER®, RZR® and Polaris GENERAL™ side-by-side off-road vehicles; our Sportsman® and Polaris ACE® all-terrain off-road vehicles; Victory® and 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

sold under multiple recognizable brands, and has a growing presence in adjacent markets globally with products including military and commercial off-road vehicles, quadricycles, and electric vehicles. www.polaris.com

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Source: Polaris Industries Inc.

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