



NEWS RELEASE

Polaris® to Celebrate One-Million RANGER® Vehicles

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Five American Small Towns Vying for Title of “RANGER Country™ USA”

MINNEAPOLIS--(BUSINESS WIRE)-- The fabric of America is woven by rural small towns, filled with farmers, ranchers and other hard-working Americans who often receive little fanfare. This fall, Polaris® rolled its one-millionth RANGER® utility side-by-side vehicle off the assembly line in its Huntsville, AL manufacturing facility. To commemorate this significant milestone, Polaris is kicking-off the search for “RANGER Country™ USA” with country music star Jake Owen. The national campaign is designed to celebrate the communities that have helped it reach one-million vehicles built over nearly two decades and become the best-selling utility side-by-side for nine years running.

Polaris is asking consumers nationwide to visit rangercountryusa.com and vote for the town they believe is most-deserving of the title “RANGER Country USA”. Corning, AR; Darlington, WI; Pinedale, WY; Spring Creek, NV; and Stephenville, TX were selected as the five towns that most embody the hard-working values of RANGER and represent the RANGER Country lifestyle. The website features video profiles devoted to the five towns, showcasing the beauty of the land and the authenticity of the people.

“We take great pride in manufacturing hard-working products, for hard-working Americans,” said Craig Scanlon, Chief Marketing Officer of Polaris. “As we celebrate the one-millionth RANGER milestone, these are the people that deserve to be recognized, because without them, there’s no way this achievement is possible.”

The winning town will receive a “RANGER Country USA” naming celebration hosted by Polaris. Plus, everyone who casts their vote as a part of the “RANGER Country USA” campaign is automatically entered for the chance to win an all-new 2018 Polaris RANGER XP® 1000.

"I've been fortunate enough to tour the nation, meeting the hard-working Americans that make up these small towns," said Owen. "Coming from a small-town myself, these are my people, and to be a part of an initiative recognizing them is incredible."

Since its introduction in 1998, Polaris RANGER has continuously set the standard for utility side-by-side vehicles with its industry-leading capabilities. With over one-hundred owner-inspired improvements, the all-new RANGER XP 1000 represents the culmination of nearly two decades of innovation.

"As excited as we are about building our one-millionth RANGER, we've only just begun," said Scanlon. "Our owners are the reason that RANGER is the industry leader, and we will continue to focus on delivering industry-leading product that helps them get more done."

For more information about Polaris and "RANGER Country USA", visit Polaris.com, and follow on [Facebook.com/PolarisRANGERATV](https://www.facebook.com/PolarisRANGERATV), on Twitter [@PolarisORV](https://twitter.com/PolarisORV) and [@polarisorv](https://www.instagram.com/polarisorv) on Instagram. To find out more and read the official rules, visit rangercountryusa.com.

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.

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