



NEWS RELEASE

## Slingshot® To Showcase New 2018 Lineup At Sturgis Motorcycle Rally

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Slingshot Owner's Ride & Consumer Demo Rides Highlight the Week's Events During 77th Annual Sturgis Motorcycle Rally

MINNEAPOLIS, Aug. 3, 2017 /PRNewswire/ -- Slingshot®, the bold three-wheeled roadster with an open-air cockpit, will ride into the 77<sup>th</sup> Annual Sturgis Motorcycle Rally with its new 2018 model lineup, including Slingshot S, SL, SLR and the ultra-premium SLR LE. Sturgis Rally goers will have the opportunity to test drive each new model, as well as experience the industry-leading Ride Command infotainment system.

"The Sturgis Motorcycle Rally is the largest and most iconic motorcycle rally in the country," said Rachel Elia, Slingshot Marketing Manager. "The event provides an incredible platform to engage motorcyclists and offer demos with the 2018 Slingshot lineup. And of course, the nearby riding is incredible and will make for an forgettable owner's ride through the Black Hills."

Following is additional information regarding Slingshot's 2018 lineup displays, demo rides, and Slingshot owner's rides.

### Slingshot Display & Demo Rides

August 5 - 12 from 9 a.m. – 5 p.m.

\*last ride leaves at 4:30 p.m.

3<sup>rd</sup> and Lazelle St.

Sturgis Rally goers will have the opportunity to experience the 2018 Slingshot lineup. Highlighting the offerings is the ultra-premium SLR LE, which comes standard with BILSTEIN 10-way adjustable suspension, 200w Rockford Fosgate audio, an industry-leading 7" touch-screen Ride Command infotainment system with turn-by-turn

navigation, and premium sport seats with color matched side bolsters. Joining the SLR LE will be the SLR, now with Ride Command with Navigation, the SL, with Ride Command, and the S, with a lowered price starting at \$19,999. Demo rides will be held at the Slingshot Demo Area located at 3<sup>rd</sup> and Lazelle St with same-day sign-ups.

## Slingshot Owner's Event and Ride

August 10 from 3:00pm – 7:00pm

Start: Black Hills Visitor Center 1851 Discovery Cir, Rapid City, SD 57701

End: Sturgis Buffalo Chip

On Thursday, August 10, Slingshot owners will assemble at Black Hills Visitor Center at 3:00pm in Rapid City. The group will ride through the scenic Black Hills National Forest. Concluding at Sturgis Buffalo Chip, riders will be welcomed with food, beverages and music. The first 175 owners registered will be entered to win Blink-182 and George Thorogood tickets that will be raffled off during the post-ride celebration. For more information or to register, visit [HERE](#).

Track all the exciting Sturgis events by following Slingshot at [Facebook.com/PolarisSlingshot](https://www.facebook.com/PolarisSlingshot), [@Slingshoton](https://twitter.com/Slingshoton) Twitter and [@polarisslingshot](https://www.instagram.com/polarisslingshot) on Instagram. For more information about Slingshot visit [PolarisSlingshot.com](https://www.PolarisSlingshot.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](http://www.polaris.com) for more information.

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