



NEWS RELEASE

# Timbersled Storms into the 2016 Riding Season with New, Industry-Leading Snow Bike Conversion Systems for Winter’s Fastest Growing New Sport

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MINNEAPOLIS--(BUSINESS WIRE)-- Timbersled Products, Inc., a division of Polaris Industries Inc. (NYSE: PII) and makers of the world’s most popular snow biking – or “Timbersledding” – products, announced today that its innovative 2016 lineup of four new Timbersled™ snow bike conversion systems are available now at nearly 200 Timbersled dealerships across the U.S. and Canada.

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

<http://www.businesswire.com/news/home/20151005005024/en/>

Timbersled Products, Inc., announced its innovative 2016 lineup of four new Timbersled™ snow bike conversion systems are available now at nearly 200 Timbersled dealerships across the U.S. and Canada (Photo: Polaris Industries Inc.)

A Timbersled system consists of proven, reliable components that transform a dirt bike into a snow bike that can effortlessly

be ridden through deep powder snow, up and down mountains, across snow-covered meadows, through ravines and more. A Timbersled system includes a front ski, a rear suspension and a track that fits most dirt bikes and can be installed or removed in less than three hours, making it easy for dirt bike owners to enjoy thrilling off-road riding year-round.

The sport of Timbersledding combines the most adrenaline-pumping elements of snowmobiling and dirt biking into winter’s fastest-growing, most exciting new sport. Timbersledding lets a dirt bike rider go “From dirt to snow, and back again.” It also delivers the enjoyment of snowmobiling with the familiar ride of a dirt bike, on an incredibly maneuverable vehicle that takes a rider “Anywhere You Want to Go.”



"It's exciting for us to announce the North American availability of our industry-leading 2016 family of Timbersleds just as riders across the country gear up for a new snow season," said Chris Wolf, Polaris Vice President – Snowmobiles. "The sport of Timbersledding is growing rapidly as riders discover the unique fun this style of riding offers, and as a result, retail sales of Timbersled conversion systems continue to accelerate every year."

Polaris Industries, a worldwide leader in the powersports industry with 2014 revenues of \$4.5 billion, acquired Timbersled in April 2015. Wolf continued, "the companies' combined resources will be used to advance the Timbersled product line and expand the sport of Timbersledding."

The Polaris and Timbersled teams are jointly focused on enhancing the engineering, innovation, manufacturing and distribution of the Timbersled products, which will fuel the increasing popularity of this exhilarating, fast-growing sport.

Timbersled was founded in 2002 in Ponderay, Idaho, as a designer of aftermarket snowmobile accessories. The company's expertise in snowmobile suspensions inspired it to design and develop the original Timbersled Mountain Horse snow bike, the undisputed market leader in sales and performance. As a result of the company's dominance in engineering innovation, quality and reliability, most riders refer to this fast-growing new winter sport as Timbersledding.

### 2016 Timbersled Lineup:

#### Timbersled Short Track [ST] Conversion Kit (\$5,300 USD)

The ST kit is perfect for most riders, a true jack-of-all-trades kit. It works well with 250F 4-strokes, 250cc or 300cc 2-strokes, and big HP turbo bikes. It is extremely impressive on a deep powder day, and handles hard pack or firm snow like a champ.

#### Timbersled Long Track [LT] Conversion Kit (\$6,000 USD)

The LT is for the rider focused on riding in waist-deep snow at every opportunity. Whether you're a fast rider, or a beginner, the LT delivers pure confidence on snow. Plus, like the ST, the LT works extremely well in a wide variety of snow conditions. The LT is also recommended for riders weighing over 220 lb. so they can enjoy its enhanced floatation and traction.

#### Timbersled Snow Cross SX120 (\$5,800 USD) and SX137 (\$6,500 USD) Conversion Kits

Originally developed as purpose-built race machines, the Snow Cross (SX) kits deliver great riding in the steep and

deep and on the trails. SX kits create the most responsive, longest-travel Timbersleds on the snow. SX kits use a 2-inch narrower track and chassis than the ST or LT kits, along with a high-performance, race-ready frame and suspension geometries.

For additional information about Timbersled products, please visit the website at [www.timbersled.com](http://www.timbersled.com).

## ABOUT POLARIS® INDUSTRIES

Polaris is a recognized leader in the powersports industry with annual 2014 sales of \$4.5 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles, including all-terrain vehicles (ATVs) and the Polaris RANGER® and RZR® side-by-side vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles.

Polaris is among the global sales leaders for both snowmobiles and off-road vehicles and has established a presence in the heavyweight cruiser and touring motorcycle market with the Victory® and Indian Motorcycle® and Slingshot® brands. Additionally, Polaris continues to invest in the global on-road small electric/hybrid powered vehicle industry with Global Electric Motorcars (GEM), Goupil Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris Engineered Parts, Accessories and Apparel, Klim branded apparel and ORV accessories under the Kolpin®, Cycle Country® and Pro Armor® brands.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol "PII", and the Company is included in the S&P Mid-Cap 400 stock price index.

Information about the complete line of Polaris products, apparel and vehicle accessories are available from authorized Polaris dealers or anytime at [www.polaris.com](http://www.polaris.com).

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