



NEWS RELEASE

Travis Barker & Teyana Taylor Pair With Renowned Customizers in 'Slingshot's Best of the Builders: East vs West'

2020-08-04

The Auto Firm, out of Miami, & DUB, out of Los Angeles, Face Off to Customize a 2020 Slingshot, Showcasing the Ultimate Display of Self-Expression; Ensuing Fan Vote following SEMA Unveil to Name the 'Best of the Builders'

MINNEAPOLIS--(BUSINESS WIRE)-- Polaris Slingshot itself is a statement, but serves as the ultimate form of self-expression with limitless customization opportunities. Few vehicles offer such an approachable and unique canvas for personalization through customization.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200804005385/en/>

Slingshot's Best of the Builders: East vs West (Photo: Business Wire)

With the all-new 2020 Slingshot as the playing field, Polaris

Slingshot today announced a bi-coastal build-off between two renowned automotive customizers: The Auto Firm and DUB. Based in Miami, The Auto Firm featuring Alex Vega has partnered with Pop Superstar, Singer-Songwriter Teyana Taylor. From Los Angeles, DUB will be personalizing its Slingshot for Songwriter, Record Producer and Legendary Drummer Travis Barker.

"We're extremely excited to host our first-ever, official East vs West Slingshot build-off," said Chris Sergeant, Vice President of Polaris Slingshot. "This contest is a means to inspire and drive the authentic passion within our nationwide Slingshot community to personalize their rides. We've partnered with some of the most well-known, extremely talented customizers and superstars that exude personality. We cannot wait to see what they come up

with.”

Squaring off head-to-head, each build team will design and modify a stock 2020 Slingshot SL. With inspiration and direction from their celebrity partner, each build team will create a one-of-a-kind custom ride that truly embodies the celebrity's personality. The goal is to allow Teyana Taylor and Travis Barker to make their mark by adding custom features. Showcased on Slingshot's social channels, fans will join the builders and receive exclusive behind-the-scenes updates throughout the customization process.

“In 2017, I joined the Slingshot community when Alex and his team customized my ride. There is really nothing like the Slingshot on the road and personalizing it to your interests is half the fun,” said Taylor. “This year, with an all-new vehicle, I'm excited to collaborate with Alex and his team and truly create something unique and special.”

“Even in its stock form, the Slingshot is packed with style and personality, but having the DUB team personalize my ride is extremely exciting,” said Barker. “Customizing a vehicle isn't too different from writing or producing music – they both serve as a platform of self-expression, and I'm excited to work alongside DUB to create a one-of-a-kind masterpiece.”

With the builds now under way, fans can follow Slingshot on social media (**Facebook, Instagram, Twitter**) and track along with exclusive behind-the-scenes updates from the builders. Build teams will have their final customized ride completed and ready for public reveal and display at the SEMA show in Las Vegas beginning November 3, 2020. At that point, an ensuing fan vote on **PolarisSlingshot.com** will determine the “Best of the Builders.”

Facing off in Slingshot's Best of the Builders: East vs West are two of the most accomplished and recognizable groups within custom car culture, The Auto Firm featuring Alex Vega and DUB.

The Auto Firm

Known for its unique style of combining art and work, The Auto Firm has extensive experience building and modifying motor vehicles. Founder Alex Vega and team have designed Slingshots for a number of high-profile clients. Among those include Teyana Taylor in 2017, when the team rebuilt the transmission from a manual to an automatic. With an all-new powertrain, and the SL featuring AutoDrive, Vega and his team can focus solely on personalizing the interior and exterior.

“The Polaris Slingshot is one the easiest vehicle platforms to customize. Because of its unique autocycle classification, and the simplistic nature of the components, the platform is very approachable for anyone to modify and personalize,” said Vega. “Polaris has also done a great job providing the components necessary for the average owner to easily customize their ride. A wide variety of factory accessories - from custom-painted components and performance tune-ups, to functional additions like added storage, and even heated and cooled seats. Anyone can

buy a Slingshot and truly make it a one-of-a-kind ride right from the factory.”

DUB

Based out of Los Angeles, DUB is a leading, authoritative voice in the urban automotive lifestyle scene. They are founders of the urban automotive lifestyle publication, DUB Magazine, as well as the highly-rated television show, The DUB Magazine Project, and creators of the DUB Show Tour. DUB is a pioneer in the celebrity car culture space as well as what is known as the ‘DUB’ market. DUB Magazine’s Custom Auto Show and Concert Tour™ spawned a new era of urban car culture and lifestyle. DUB has designed and customized hundreds of vehicles for top celebrities.

“It’s a real honor to be partnering with Travis Barker and competing in Slingshot’s Best of the Builder contest,” said Myles Kovacs, President of DUB. “We know Alex and his team very well, so we expect nothing less than an incredible work-of-art. But we also know our team of craftsmen intend to build something really special and turn heads when the sheet is pulled at SEMA.”

With a driving experience unlike anything else on the road, the ordinary becomes extraordinary. Everyday drives are turned up to the next level. The all-new 2020 Slingshot lineup, featuring 70 percent new vehicle content and Slingshot’s new AutoDrive automatic-manual transmission, opens the door for legions of drivers to experience the unique driving sensation of a Slingshot. Further enhancements to the 2020 lineup include a revised chassis and suspension and a Polaris-built ProStar 2.0L DOHC four-cylinder engine, which produces up to 203 horsepower. All 2020 models include a redesigned interior with upgraded finishes, added storage compartments and a new leather-wrapped, flat bottom steering wheel.

For more information on Polaris Slingshot, visit PolarisSlingshot.com, or follow along on social media: Facebook.com/PolarisSlingshot, [@Slingshot](https://twitter.com/Slingshot) on Twitter and [@PolarisSlingshot](https://www.instagram.com/PolarisSlingshot) on Instagram. For information on Slingshot rental locations, visit Adventures.Polaris.com.

About Polaris Slingshot

Polaris Slingshot, a wholly-owned brand of Polaris Inc. (NYSE: PII), continues to define the category through style, driving experience and community with our three-wheeled autocytle. With AutoDrive and manual transmission options, an open cockpit, side-by-side seating, 5” drive height and a 2.0-liter 4-cylinder engine, Slingshot comes in a variety of models that are sure to make a statement. Step into a Slingshot for an adventurous and unrivaled experience. Learn more, visit slingshot.polaris.com.

Slingshot is a three-wheeled motorcycle. It is not an automobile. It does not have airbags and it does not meet automotive safety standards. Three-wheel vehicles may handle differently than other vehicles, especially in wet conditions. Always wear a DOT-approved full-face helmet and fasten seatbelts. The Driver may need a valid

motorcycle endorsement. Drive within the limits of the law and your own abilities. Read, understand, and follow your owner's manual. Never drive under the influence of drugs or alcohol. Vehicle modifications and use of non-authorized accessories may void the vehicle warranty. Unless noted, trademarks are the property of Polaris Industries Inc. © 2020 Polaris Industries Inc.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20200804005385/en/): <https://www.businesswire.com/news/home/20200804005385/en/>

Lia Giordano

The Brand Amp

562-489-6504

lia@thebrandamp.com

Source: Polaris Inc.