

PRESS RELEASE

For Immediate Release



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Six Nationwide Destinations for an Out of the Ordinary Spring Break

Polaris AdventuresSM Unveils Custom Itineraries for Spring Break Vacations

Minneapolis, MINN. (Feb. 7, 2018) — Stuck in the same spring break routine? There's a new option for families and explorers. Polaris Adventures announces custom off- and on-road adventure itineraries.

As the first-ever premium network of ride and drive experiences, Polaris Adventures has partnered with local area experts, known as adventure outfitters, to offer custom day trips coast to coast—pick your terrain, pick your vehicle, and go.

As part of the national network of locations, Polaris Adventures handpicked and mapped out six itineraries from warm to cold climates. Destinations include snowy passes in the Rocky Mountains, desert terrain in the Southwest and scenic highways in Hawaii—all on the latest Polaris® off-road RZR® side-by-sides, snowmobiles or two-seat Slingshot® open-air roadsters.

“Because spring offers the best diversity of terrain for ride and drive experiences across the U.S., we wanted to give families and adventure groups the opportunity to try something new,” said Gray Rentz, operations manager for Polaris Adventures. “Our itineraries offer insider suggestions for how to incorporate outdoor adventure into your spring break planning.”

Itineraries include travel tips for both flying and driving routes, recommendations on where to eat and sleep, and available rides per location. One of the destinations in Durango, Colorado, includes a train ride to the Cascade Canyon wilderness before guests embark on a snowmobile adventure at Ice Pirates. Another, located outside Borrego Springs, California, called Ironwoods Off-Road Rental, offers desert rides through the largest state park in the U.S. where you can explore fossils from another epoch and other geological attractions.

Each Polaris vehicle is equipped with accessories tailored to the local environment to keep groups safe. Making it approachable for all riders, adventures begin after operation and safety instructions are given. In select destinations, guided tours are also available.

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Polaris Adventures is focused on creating safe, memorable adventures accessible to all skill levels through best ride practices, safety procedures and an easy digital registration process to explore more than 20 locations across the county. To plan your spring break, see the itineraries at <http://itny.poladv.com/>. A number of additional locations that are weather dependent will open up around Memorial Day and offer rides through the fall. To see the full list of outfitters or to book your next adventure, visit <http://adventures.polaris.com>.

About Polaris Adventures: Polaris Adventures brings together a select network of outfitters to provide premium ride and drive experiences at epic destinations nationwide. Creating safe, memorable, year-round adventures for all skill levels, Polaris Adventures offers worry free half and full-day options for couples, families and adventure groups in state-of-the-art Polaris™ vehicles. Visit <http://adventures.polaris.com> to learn more.

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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