

PRESS RELEASE

For Immediate Release



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Polaris AdventuresSM Celebrates Growth with Military Giveaway

Minneapolis, MINN. (Apr. 12, 2018) — Doubling in size from when it launched late last year, Polaris Adventures is set to open 25 nationwide locations this Memorial Day Weekend, with additional year-round seasonal openings, for on- and off-roading in the latest Polaris® vehicles. In tandem with the season openers, Polaris Adventures will host a giveaway for military members, or families of military members, in honor of those who have or who are currently serving.

As the first-ever premium network of ride and drive experiences, Polaris Adventures has partnered with local area experts, known as Adventure Outfitters. Through a rigorous qualification process, which includes having top customer service ratings, best ride practices and unique ride and terrain offerings, ride locations can become part of the larger national network of Certified Outfitters.

“The growth of Polaris Adventures over the last six months has been incredible, and we wanted to say, ‘thank you’ to all of our loyal supporters and community partners,” said Jan Rintamaki, Director of Polaris Adventures. “By reflecting on the men, women and their families who have sacrificed so much for our country, we are honored to host a giveaway as a small token of our appreciation this Memorial Day.”

For the giveaway, Polaris Adventures will be asking for submissions starting April 17, 2018 through May 31, 2018. Anyone can submit a military person or family along with a photo and detailed reason for the nomination. The winning person or family will receive Polaris riding helmets (up to four) and one Polaris Northstar cooler to gear up for summer. Contest details on submitting as well as how and when winners will be chosen will be posted on the Polaris Adventures Facebook @PolarisAdventures on April 17, 2018.

Both guided and un-guided rentals are available for half or full day tours, which can be folded into a larger trip or weekend getaways. Each location was chosen for its terrain and surroundings to create an experience that goes beyond the ride. Polaris Adventures Outfitters were carefully selected to join the network and uphold the highest possible safety and ethics standards and promote the best customer service and ride practices.

For a 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 2017 sales of \$5.4 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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