

## PRESS RELEASE

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### View Fall in a New Way: Polaris Adventures<sup>SM</sup> Releases Autumn Adventure Itineraries

Five experiences give behind-the-scenes peek at changing fall colors in the latest Polaris vehicles

**Minneapolis, MINN. (July 3, 2018)** — Preparing for fall 2018’s “leaf-peeping season,” Polaris Adventures has created custom vacation itineraries to help people view fall in a new way. Created by the locals, guests can enjoy on-road and off-road custom routes at five hand-picked locations including New York, Maine, Wyoming, and two locations in New Hampshire.

As the first-ever national network of ride and drive experiences, Polaris Adventures specializes in outdoor adventures on state-of-the-art Polaris® vehicles for families, thrill-seekers and groups of all types. Launching November 30 of last year, Polaris Adventures has more than doubled in the last seven months and now features over 40 locations nationwide and counting.

“As the brand continues to grow, we are excited to partner with our Outfitters who offer exceptional fall foliage experiences across America,” said Gray Rentz, Operations Manager for Polaris Adventures. “We have picked the best locations and developed custom itineraries to make vacation planning easier. Whether you’re a new or experienced rider, you can explore autumn colors like never before.”

Itineraries detail what the adventure rides look like, from winding through New England’s vibrant autumn on a Slingshot to off-roading through fall forests in the Tetons and much more. Itineraries give people background information such as where to fly into, where to stay, where to eat and where to find other activities in the areas.

Each location is run by an “Adventure Outfitter.” To be named an Outfitter, select locations go through a qualification process, which includes having top customer service ratings, best ride practices and unique ride and terrain offerings. Polaris Adventures Outfitters were carefully chosen to join the network because of their ability to uphold the highest possible safety and ethics standards and promote the best customer service and ride practices.

For a list of the fall itineraries, visit <https://adventures.polaris.com/featured-itineraries/fall-foliage/>. For all other Adventure Outfitter locations, visit [Adventures.Polaris.com](https://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](http://www.polaris.com) for more information.

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