

PRESS RELEASE

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New Polaris Division for Riding Experiences Exceeds First Year Goals

Polaris Adventures celebrates anniversary and growth to over 60 U.S. locations

Minneapolis, MINN. (Nov. 30, 2018) — Polaris Adventures®, the first-ever national network of premium ride and drive experiences, and a division of Polaris Industries Inc., celebrates its one-year anniversary this month as well as its growth from three locations to over 60 locations across the country.

Polaris Adventures began as an idea to bring safe, memorable vehicle-based adventures to a broader, national audience. After years of planning, Polaris Adventures came to life on Nov. 30, 2017, delivering over 25,000 ride and drive experiences in the last year.

Spearheading the idea, Jan Rintamaki, vice president and general manager of Polaris Adventures, said, “The success of Polaris Adventures over the last year has surpassed expectations. We are grateful for our team who has tirelessly worked to stand up a national brand and develop key partnerships coast to coast. A special thanks also goes out to our early Outfitters, who put trust into a new concept and came on board the first year to help innovate our experience. We are looking forward to continued growth and providing premium ride and drive destinations for couples, families and adventure groups.”

As local area experts, Outfitters become certified through top customer service ratings, best ride practices and unique ride and terrain offerings. Since launching in 2017, Polaris Adventures has expanded into the tropics of Hawaii, deserts of Arizona, mountains of Colorado, forests of West Virginia and more.

“We have been working with Polaris Adventures since its inception,” said Corrine Rober, owner of Bear Rock Adventures, a Certified Outfitter of Polaris Adventures. “Not only has it allowed us to elevate our level of customer service and quality of inventory, but it has also positioned us as a leader in our industry with cutting-edge technology. This has improved safety and overall guest experience, allowing us to extend into new opportunities and seasons. Polaris Adventures has been a game changer.”

The program supplies Outfitters yearly with the latest Polaris vehicles on the market as well as the tools and resources to offer premium experiences. Based on seasonality and terrain, vehicles are equipped with intuitive navigation and accessories tailored to the local environment to allow people of all skill levels to ride and drive safely. The lineup includes side-by-side off-road vehicles with the Polaris RANGER®, RZR® and GENERAL™; snowmobiles with the RMK®, INDY®, Switchback® and RUSH®; and Slingshot® moto-roadsters.

To view a detailed list of Polaris Adventures' Outfitter locations and offerings, 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 Industries Inc.: 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® mid-size and heavyweight motorcycles; Slingshot® moto-roadsters; snowmobiles; and pontoon, deck and cruiser boats. 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 includes 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.