



PRESS RELEASE

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Polaris Adventures Featured on Emmy Award-Winning Television Show

Fox Sports Networks', Destination Polaris, receives Emmy for branded content program

MINNEAPOLIS (Feb. 19, 2019) — In partnership with Polaris Adventures®, Destination Polaris -- the number one off-road television show in North America -- received a coveted Emmy® Award during the 19th Annual Upper Midwest Regional Emmy Gala for its branded content program featuring one of Polaris Adventures premier Outfitters in Silverton, Colo.

As the first-ever national network of ride and drive experiences, Polaris Adventures brings together a select network of Outfitters to provide safe, memorable year-round adventures in state-of-the-art Polaris™ vehicles. In partnership with Polaris Adventures, Destination Polaris visited Rock Pirates in Silverton in August 2017 to experience and document their epic, award-winning adventure along the Alpine Loop which aired in the summer of 2018 on Fox Sports Networks.

“As far as scenery goes, I’m not sure we’ve ever filmed in a location that gets much better than Silverton,” Jared Christie said, host of Destination Polaris. “We traveled to 12,000 feet, climbed multiple passes, crossed the Continental Divide and made our way past the Rio Grande. This might be the most epic ride of all time.”

In the tenth season of Destination Polaris, set to launch April 7, 2019, the show will feature Polaris Adventures locations in Maui, Hawaii and Bluefield, Va.

To watch the Polaris Adventures episode in Silverton and to tune into future shows, visit the Destination Polaris YouTube channel [here](#) and learn more about the Alpine Loop experience [here](#).

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 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 <http://www.polaris.com/> for more information.

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