



PRESS RELEASE

For Immediate Release

CONTACT:

Kristin Golliher
kristin.golliher@wildrockpr.com

Business is booming for Polaris Adventures

Popular ride and drive rental program celebrates two years and consistent growth

MINNEAPOLIS (Dec. 5, 2019) —Polaris Adventures, an up-and-coming ride and drive program within the six-billion dollar Polaris organization, is bringing powersports experiences to life with a select network of rental locations. After its brand launch two years ago, the program continues to grow rapidly, and business is booming.

“When we set out to create Polaris Adventures, we had one goal in mind – to bring powersports to the next generation of outdoor adventurers,” Gray Rentz said, Polaris Adventures director. “Polaris Adventures is a unique way for people to get outside and experience a new form of outdoor recreation in a premium, accessible way.”

Contributing to the \$1.1 trillion travel and tourism industry, Polaris Adventures operates with more than 125 locations and 150 unique adventures at epic destinations nationwide. Since its start in 2017, Polaris Adventures has hosted more than 100,000 rides.

“More than 90 percent of our customers are new to the Polaris brand,” Rentz said. “With a larger audience of younger, female riders, compared to the corporate brand, we are reaching a whole new demographic. We also appeal to current powersports customers by offering endless options to experience new vehicles or different trails from what they usually ride. Our goal is to continue to grow our network in terms of locations, experiences and customers.”

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 Inc.:

As the global leader in Powersports, Polaris Inc. (NYSE: PII) pioneers product breakthroughs and enriching experiences and services that have invited people to discover the joy of being outdoors since our founding in 1954. With annual 2018 sales of \$6.1 billion, Polaris’ high-quality product line-up includes the Polaris RANGER®, RZR® and Polaris GENERAL™ side-by-side off-road vehicles; Sportsman® all-terrain off-road vehicles; Indian Motorcycle® mid-size and heavyweight motorcycles; Slingshot® moto-roadsters; snowmobiles; and deck, cruiser and pontoon boats, including industry-leading Bennington pontoons. 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 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.

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