

## PRESS RELEASE

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### Polaris Adventures seeks ‘ultimate adventurers’ for brand ambassador program

**MINNEAPOLIS (March 10, 2020)** — Polaris Adventures, an up-and-coming program bringing powersports experiences to life through ride and drive rental locations in the U.S., is building a network of Adventure Ambassadors. Applications are now open until April 30, 2020.

“We’re looking for individuals who are ready for a new outdoor experience,” Gray Rentz said, Polaris Adventures director. “We created the Adventure Ambassador program to bring these people together and offer them the opportunity to discover our unique program and to help us share it with the world.”

Ideal applicants should meet the following criteria:

- Passionate about new experiences: love to travel and always keep their eyes peeled for something new that will take their trip to the next level.
- Energized by the outdoors: fresh air, stunning landscapes and endless possibilities to explore are the bread and butter that fuel their adventures.
- Community-centric: they believe adventures offer the perfect opportunities to move, explore and discover new experiences with family and friends.
- Local experts that know the lay of the land: whether their backyard is a picturesque beach or snow-covered valley, they know the best places that deliver on a true adventure.

Through the program, ambassadors receive development tools and experiences, new local adventures to try out and a network of other adventure locations to explore with more than 100 certified Polaris Adventures Outfitters across the country. The Polaris Adventures Ambassador program opens up new possibilities to explore the outdoors, discover something new and make a difference in communities all over by bringing awareness to a network of small businesses that make up the program.

“Our ambassadors will be leaders, storytellers and doers from around the country,” Rentz said. “This is more than a marketing program; this is a partnership. Adventure Ambassadors will be an important extension of our brand and an inspiration to both new and experienced adventurers alike.”

For more information, visit [Adventures.Polaris.com/Ambassadors/](https://Adventures.Polaris.com/Ambassadors/).

#### **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](https://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](http://www.polaris.com) for more information.

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