

## PRESS RELEASE

For Immediate Release



CONTACT:  
Kelly Wakefield  
kelly.wakefield@wildrockpr.com

### Polaris Adventures breaks rental records during COVID-19

*As travel and social restrictions lift, people are drawn to the great outdoors*

**MINNEAPOLIS (July 9, 2020)** — Following a lift in COVID-related restrictions in many states\*, [Polaris Adventures](#) has seen record-breaking success. Across the program, rentals are up 40 percent from last year and more than 100 locations are now open and making history with never-before-seen rental records.

“Our Outfitters are doing an incredible amount of business right now,” said Gray Rentz, Polaris Adventures director. “Our model has always been about social distancing and enjoying wide-open highways and nature, so it’s promising to see the program regain momentum. We are thankful for the opportunity to contribute to local economies as we get our Outfitters back to business.”

Polaris Adventures has seen a shift in riders this year with more families and small groups recreating together, closer to home for staycation options.

“Renting a Polaris vehicle through the Polaris Adventures program is one of the best summer activities this year,” Rentz said. “Many people have canceled vacations and we are seeing them venture out to our locations for a safe and responsible way to recreate outdoors without the crowds. Chances are there’s a location right in your backyard.”

Known as the first-ever network of ride and drive experiences, Polaris Adventures brings together the best rental locations to provide safe, memorable, year-round adventures in state-of-the-art Polaris® vehicles. In light of **COVID-19**, Outfitters are taking extra precautions to protect the health and safety of customers, employees and local communities. To encourage a contactless experience and follow safe practices, Outfitters\*\* are offering customers the following considerations:

- Online reservation and payment option in advance
- Online rental agreement and waiver completion in advance or utilization of the customer’s device upon arrival
- Employee-only check in and check out process (limited/no customer contact required)
- Sanitized vehicle and equipment

“What we have accomplished would not have been possible without Polaris Advnetures,” Brad Champion said, owner of [Space Coast Slingshots](#) in Cape Canaveral, Fla. “We owe a large part of our success to their team!”

For more information about the Polaris Adventures program, 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 [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](https://www.polaris.com) for more information.

\*NOTE: Polaris Adventures recommends adhering to the guidance of the Centers for Disease Control and Prevention as well as local government before embarking on an adventure. Some Outfitter locations may be temporarily closed due to COVID-19. Utilize the Outfitter contact information listed on the website to verify operation and availability details.

\*\*NOTE: Contactless considerations are up to individual Outfitter's discretion and practices above may not be available at all program locations.

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