



POLARIS ADVENTURES
SELECT

PRESS RELEASE

For Immediate Release

CONTACT:
Kelly Wakefield
kelly.wakefield@wildrockpr.com

Polaris Adventures launches pilot program for first monthly subscription service in the powersports industry

Introducing Polaris Adventures Select, a new monthly membership pilot program in the greater Phoenix area

MINNEAPOLIS (Jan. 12, 2021) — After a year that saw more people turn to the outdoors for new experiences and fun, safe activities, Polaris Adventures is introducing Polaris Adventures Select, the first-ever monthly subscription service for the powersports industry. The new Polaris Adventures Select pilot program offers full access to Polaris powersports vehicles through a monthly membership and is currently available exclusively for riders in the greater Phoenix area.

Tailor-made for those new to powersports as well as current riders wanting access to a selection of vehicles in addition to their own, the Polaris Adventures Select program provides the freedom to explore the outdoor beauty of the greater Phoenix area without the commitment of vehicle ownership, need for maintenance or coordination of storage and trailering logistics. Full pilot program features include:

- **Unimaginable access** with the newest Polaris vehicles of your choice.
- **On-point delivery** within 40 miles Phoenix Sky Harbor International Airport.
- **Simple set-up and reservations** to easily select vehicle, date and location.
- **Worry-free fun** without needing to fuel up, clean up, maintain or store.
- **Powerful community** to tap into and share rides, views and reviews.

“Polaris has a long history of exploring new ways to make powersports accessible to new riders and Polaris Adventures Select offers a membership opportunity that eliminates obstacles that may have otherwise deterred riders from participating in the sport,” Vic Koelsch, Polaris chief digital officer said. “We believe this program has enormous potential to bring many new customers to powersports in general and Polaris specifically. While the program is currently in the initial pilot phase in the greater Phoenix area, we have aggressive plans for future growth into additional markets and potentially other products in the Polaris portfolio.”

Membership starts at \$99/month. In subscribing to Polaris Adventures Select riders acquire credits to be redeemed for product access to Polaris ATVs, RZR side-by-sides and Slingshots. Vehicles can be redeemed for pick up in New River, Ariz., delivered directly to the rider’s home or reserved for an on-trail or on-road experience hosted through a Polaris Adventures Outfitter* in the area. Interested riders can reserve their membership starting Jan. 4, 2021 by visiting poladv.com/select. Membership activation begins March 2021.

For more information about Polaris Adventures Select, visit poladv.com/select.

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 2019 sales of \$6.8 billion, Polaris' high-quality product line-up includes the Polaris RANGER, RZR and 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. www.polaris.com.

*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.

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