

T E R R A I N D O M I N A T I O N



POLARIS®

News Release

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Polaris National Demo Tour Brings A Terrain Domination Experience To Riders Across the Snowbelt

MEDINA, MN (Dec. 1, 2011) – Riders from the heights of deep snow country to the trails of the Midwest and Northeast are signing up to experience Polaris Terrain Domination in real world riding situations during the Polaris National Demo Tour.

Riders must register at www.terrainomination.com to reserve a spot. The Polaris National Demo Tour is offering 25 total stops throughout the winter from New Brunswick to British Columbia in Canada and from Oregon to Maine in the United States.

Riders get to take extended demo rides in real world conditions to experience legendary Polaris ride and handling.

“A demo ride in real-world conditions is the best way for riders to assess and appreciate the Terrain Dominating performance of the PRO-RIDE chassis,” said Mike Jonikas, VP Snowmobiles, Sales & Corporate Marketing. “The National Demo Tour lets people enjoy the great ride and handling Polaris snowmobiles deliver.”

Riders must be at least 18 years of age and must wear proper riding gear. Complete rider eligibility details are available online.

About Polaris

Polaris is a recognized leader in the powersports industry with annual 2010 sales of \$1.99 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles (ORVs), including all-terrain vehicles (ATVs) and the Polaris *RANGER®* side-by-side vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles.

Polaris is among the global sales leaders for both snowmobiles and off-road vehicles and has established a presence in the heavyweight cruiser and touring motorcycle market with the Victory and Indian motorcycle brands. Additionally, Polaris continues to invest in the global on-road ultra-light electric/hybrid vehicle industry with Global Electric Motorcars (GEM) and Goupil Industrie SA, and internally developed vehicles. Polaris enhances the riding experience with a complete line of Pure Polaris apparel, accessories and parts, available at Polaris dealerships.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol “PII”, and the Company is included in the S&P Mid-Cap 400 stock price index.

Information about the complete line of Polaris products, apparel and vehicles accessories are available from authorized Polaris dealers or anytime at www.polarisindustries.com.