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Polaris 'Winning Riders' Program Supports State & Provincial Snowmobile Associations

Polaris Supports Grassroots Groups with Sales-Based Contributions

MEDINA, MN (Oct. 25, 2011) – For the seventh consecutive year, state and provincial snowmobile organizations across North America are receiving contributions from the Polaris “Winning Riders” program, which generates support for the groups based on sales of new Polaris snowmobiles.

From Newfoundland to Washington and Alaska to Quebec, snowmobile associations are receiving “Winning Riders” funds proportionate to the number of new Polaris snowmobiles sold within each state and province. Polaris is making contributions to snowmobile associations in 12 Canadian provinces and territories and 25 states in the United States.

Polaris also announced it is extending the Winning Riders program through the 2012 sales season, meaning contributions will be made next year based on retail sales of new Polaris snowmobiles between April 1, 2011, and March 31, 2012.

“The passion for snowmobiling is running strong across the North American snowbelt,” said Mike Jonikas, VP of the Polaris Snowmobiles, Sales and Corporate Marketing. “We see real benefits in supporting the associations that coordinate activities of snowmobile clubs and help develop great riding opportunities.”

Polaris makes the “Winning Riders” contributions with “no strings attached,” allowing each state or province to decide how to use the funds it receives. Projects funded by Winning Riders donations in recent years have included membership drives, trail and grooming programs, legislative efforts, tourism promotion and more.

About Polaris

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*® for recreational and utility use, snowmobiles, motorcycles and on-road electric powered vehicles.

Polaris is a recognized leader in the powersports industry, among the global sales leaders for both snowmobiles and ORVs. The Company has established a presence in the heavyweight cruiser and touring motorcycle market with Victory motorcycles and the acquisition of the Indian motorcycle brand. Additionally, Polaris continues to invest in the Global on-road low speed vehicle industry with internally developed vehicles and the acquisition of Global Electric Motorcars (GEM). 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.