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Polaris® Releases All-New “Snow Trails,” The Next Generation in RiderX Mobile Apps New App Based on Feedback from 250,000 Snowmobilers

Minneapolis, Dec. 1, 2015 - Polaris Industries Inc. (NYSE: PII) announced today the release of its completely redesigned Snow Trails by RiderX®. At the core of this must-have mobile application for snowmobile enthusiasts, is a new map, purpose-built with feedback from over 250,000 hardcore riders.

The all-new Snow Trails by RiderX takes the riding experience to the next level with offline functionality. The app’s new mapping engine is specially designed for areas with no or low cell service. Snow Trails even offers statewide trail downloads so riders can rest assured they always have the right trail maps with them – no matter what kind of cell coverage area is ahead.

Snow Trails also features in-depth information on local ride areas, including trailheads and parking areas. Riders can view snow depth to determine the best places to ride, and find nearby medical, fuel, food and lodging so they’re always prepared, no matter what.

Riders even gain access to their own virtual garage, where they can create personalized maintenance logs for all their outdoor recreational vehicles, so their equipment is always ready for the next adventure.

To view trails and maintenance options online, visit riderx.com. To download Snow Trails by RiderX, visit your app store and search for “RiderX.”

Snow Trails by RiderX is a registered trademark of Polaris Industries Inc.

*Note - Android versions below 4.3 (Jellybean) and iOS versions below 8.3 may encounter compatibility issues with certain features.

About Polaris

Polaris is a recognized leader in the powersports industry with annual 2014 sales of \$4.5 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road consumer and military vehicles, including all-terrain vehicles (ATVs) and the Polaris RANGER® and RZR® 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® and Slingshot® brands. Additionally, Polaris continues to invest in the global Work and Transportation vehicle industry with Global Electric Motorcars (GEM), Goupil Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris Engineered Parts, Accessories and Apparel, Klim branded apparel and ORV accessories under the Kolpin®, Cycle Country® and Pro Armor® brands.

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 vehicle accessories are available from authorized Polaris dealers or anytime at www.polaris.com.

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