



News Release

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FOR IMMEDIATE RELEASE

New Polaris Partnership Brings Powersports Savings to Costco *Partnership brings exclusive promotions to Costco members through participating dealers*

MINNEAPOLIS (September 24, 2014) – Polaris Industries Inc. (NYSE: PII) announced today that it will partner with the Costco Auto Program (CAP), an auto-buying program specifically for Costco members, as the exclusive promotional partner for its [powersports division](#). Starting today, Costco members will be able to access special pricing and promotional incentives on select Polaris products at participating dealers in the U.S.

“We are excited to announce our role in expanding the selection of powersport products offered through the Costco Auto Program,” said Tim Larson, vice president, global customer excellence, Polaris. “This program allows Costco members to experience industry-leading Polaris products at a great value while connecting members with our valued dealers to engage even more riders in our brands and lifestyle.”

“Polaris is an industry leader offering the breadth and depth of products that are a great fit for Costco members,” said Jeff Skeen, president and general manager of Affinity Auto Program, which operates the Costco Auto Program. “Costco members rely on us to recommend premium products while saving them time and money. This new partnership gives us the opportunity to offer an exceptional value on powersport products without the hassle of negotiating.”

As a partner in the Costco Auto Program, Polaris, Victory and GEM branded products will be on display inside select Costco warehouses. Costco members will be able to obtain special pricing and purchase these products through trained and certified Polaris dealer representatives at participating dealerships. Costco members can locate a participating dealership by visiting CostcoAuto.com/powersports.

As part of this new partnership, the Costco Auto Program will feature different Polaris products on promotion throughout the year, beginning September 2014. Products will include snowmobiles, off-road vehicles (Sportsman, Ranger and RZR), Victory motorcycles and GEM electric vehicles. Specific Polaris brand participation will vary by store and dealer geography. To learn more about the Costco Auto Program and the variety of powersport products available through the program visit www.CostcoAuto.com/powersports.

About Polaris

Polaris is a recognized leader in the powersports industry with annual 2013 sales of \$3.8 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road 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 brands. Additionally, Polaris continues to invest in the global on-road small electric/hybrid powered 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 and Cycle Country 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.

About the Costco Auto Program

The Costco Auto Program is recognized as a leading member-focused auto-buying program in the industry. The service offers prearranged pricing and a first-class buying experience on new vehicles, select pre-owned vehicles, boats and powersport products, as well discounts on automobile parts, service and accessories, to more than 45 million U.S. Costco cardholders.

To ensure superior customer service, the Costco Auto Program trains and certifies qualified dealerships on the program's process and procedures before they are given the opportunity to work with Costco members. More than 3,000 dealerships around the country have been selected to participate in the program.

The Costco Auto Program is operated by Affinity Auto Program, which has been managing the program since its inception in 1989. Last year alone, Costco members purchased more than 350,000 vehicles through the program. The Costco Auto Program surveys every member who uses the program to ensure the program continues to meet their high expectations – 97 percent of members surveyed after using the program said they would use the program again and recommend it to their friends and family.

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