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COSTCO AUTO PROGRAM AND POLARIS ANNOUNCE A SPECIAL OFFER

Featuring exclusive member benefits on new Polaris products for any model year

SAN DIEGO, Sept. 1, 2015 – Costco Auto Program and Polaris Industries Inc. (NYSE: PII) have teamed up to bring Costco members their biggest joint offer. Starting today, Costco members will receive promotional benefits on a selection of Polaris brands for all model years.

The promotion runs from Sept. 1 through Nov. 30, 2015. The offer features Polaris side-by-sides, excluding the RZR XP Turbo EPS; all-terrain vehicles and snowmobiles, excluding the Indy 120; Victory Motorcycles; and GEM electric vehicles. Costco members must register for the offer on CostcoAuto.com/Polaris to be connected to a participating Polaris dealer to receive:

- Exclusive member pricing
- A \$200 Costco Cash Card for submitting a redemption form and completing a Costco Auto Program member satisfaction survey after purchasing an eligible model
- Any applicable consumer incentives

Additionally, Costco members save 15 percent (up to \$200) on regular-priced parts, service, accessories and apparel year-round, when they present their membership card at participating Polaris powersport dealers.

“The two previous Costco Auto Program and Polaris promotions helped boost awareness with Costco members. In fact, 81 percent of members who participated said it was their first Polaris purchase,” said Cory Benwell, executive general manager of powersports at Costco Auto Program. “Now that members have been exposed to the product, we’re excited to see how they will respond to receiving exclusive savings on nearly all models. Polaris features some of the industries’ cutting edge products, and we expect a great response to this offer.”

“We are excited to continue our partnership with Costco Auto Program and offer great value on our diverse selection of powersport products,” said Tim Larson, vice president, global customer excellence at Polaris. “This current offer ensures that we will have something to meet the needs of nearly every Costco member who is interested in purchasing our powersport products at a great value. We look forward to connecting with more Costco members and assisting them with selecting a vehicle that fits their lifestyle.”

Costco Auto Program has been providing Costco members with great service and value for more than 25 years. It provides a streamlined buying experience to Costco members on automobiles, RVs, motorcycles and powersports year-round, through its network of hand-selected dealerships nationwide. To ensure superior customer service, Costco Auto Program trains and certifies Authorized Dealer Contacts at these dealerships. The program also provides Costco members with online tools to assist with their vehicle search, locate a participating dealer, and make a purchase at a low, prearranged price. Additionally, member advocates are available and prepared to support Costco members throughout their vehicle purchase process.

Visit CostcoAuto.com/Polaris or call 1-855-703-2559 to learn more about Costco Auto Program and the Polaris Special Offer.

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, motorcycles and powersport products, as well discounts on automobile parts, service and accessories, to more than 45 million U.S. Costco cardholders.

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 nearly 400,000 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 – more than 96 percent of members surveyed after using the program gave it high marks for value and service.

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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