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FOR IMMEDIATE RELEASE

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COSTCO AUTO PROGRAM PROVIDES ADDITIONAL LIMITED-TIME SAVINGS ON TOP POLARIS MODELS

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

SAN DIEGO, March 1, 2016 – Costco Auto Program and Polaris Industries Inc. (NYSE: PII) have teamed up once again to bring Costco members an exclusive promotion. Starting Tuesday, March 1 through April 30, 2016, Costco members will receive promotional benefits on many Polaris brands for all model years.

This offer features all new Polaris Side-by-Sides, including the RZR® XP 4 Turbo EPS and RZR® XP 4 1000 EPS High Lifter Edition; All-Terrain Vehicles, including the ACE® 900 SP; Victory Motorcycles®*, including Magnum® X-1 Stealth Edition; and GEM® electric vehicles. Costco members who register for the offer on CostcoAuto.com/Polaris will be connected to a participating Polaris dealer to purchase an eligible model and receive:

- Exclusive Costco member pricing
- A \$200 Costco Cash Card for completing a Costco Auto Program survey after purchase
- Any applicable manufacturer and dealer incentives

“We are very excited to continue our partnership with Costco Auto Program to give Costco members exclusive offers on our best-selling models and unique limited-edition models covering off-road vehicles, motorcycles and GEM electric vehicles,” said Marc Hoffman, Manager, Corporate Marketing at Polaris.

“We, along with our participating dealers, look forward to exposing new customers to our wide range of powersports products – whether they’re looking for something for work or play.”

Costco Auto Program is the only auto-buying service for Costco members, providing great service and value for more than 25 years. The program showcases a streamlined buying experience to Costco members on automobiles, motorcycles and powersports year-round, through its network of hand-selected dealerships nationwide. In addition to saving on a wide selection of makes and models, Costco Auto Program provides a solution for members who want to maintain their current vehicles by offering 15 percent off select parts, service and accessories at participating auto and powersports dealerships. The discount also applies to apparel at participating powersports dealerships. To ensure an exceptional experience when using the program, 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.

*Excludes 2017 Victory Motorcycles

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 powersports 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 more than 465,000 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 gave it high marks for value, service and overall experience.

About Polaris

Polaris Industries Inc. (NYSE: PII) is a global powersports leader with annual 2015 sales of \$4.7 billion. Polaris fuels the passion of riders, workers and outdoor enthusiasts with their RANGER®, RZR® and Polaris GENERAL™ side-by-side off-road vehicles; SPORTSMAN® and Polaris ACE® all-terrain off-road vehicles; Victory® and Indian Motorcycle® midsize and heavyweight motorcycles; Slingshot® moto-roadsters; and Polaris RMK®, INDY®, Switchback® and RUSH® snowmobiles. Polaris enhances the riding experience with

parts, garments and accessories sold under multiple recognizable brands; and has a growing presence in adjacent markets globally with products including military and commercial off-road vehicles, quadricycles and electric-vehicles. www.polaris.com