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FOR IMMEDIATE RELEASE

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COSTCO AUTO PROGRAM ADDS SLINGSHOT TO POLARIS SPECIAL OFFER

Featuring exclusive member benefits on new Polaris products

SAN DIEGO, Aug. 3, 2016 – Costco Auto Program and Polaris Industries Inc. (NYSE: PII) have teamed up to bring Costco members a limited-time special offer from Aug. 1, 2016 through Oct. 31, 2016, Costco members will receive promotional benefits on most brands.

Costco Auto Program and Polaris have partnered since fall 2014 to bring Costco members exclusive, limited-time savings on Polaris products. To reach yet another group of powersports enthusiasts, the Polaris Slingshot® moto-roadster is included for the first time.

This offer also features new Polaris side-by-side off-road vehicles, all-terrain vehicles, snowmobiles, Victory Motorcycles® 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 prearranged pricing
- A \$200 Costco Cash Card for completing a Costco Auto Program survey after purchase
- Any applicable manufacturer and dealer incentives

“During the Polaris Special offer in spring 2016, we saw a substantial increase in vehicles sold – significantly more than the fall 2015 offer thanks in part to the robust selection of eligible models,” said Cory Benwell, executive general manager of powersports at Costco Auto Program. “This fall, we’ve expanded the offer again, and are excited to offer the Polaris Slingshot® for the first time, in addition to other top-selling Polaris brands and models.”

“We at Polaris, along with our participating dealers, are enthusiastic about our continued partnership with Costco Auto Program and look forward to exposing new customers to our wide range of Powersports products,” said Marc Hoffman, manager, corporate marketing, Polaris.

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 motorcycles and powersports, as well as automobiles 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 parts, service and accessories at participating automotive service centers and powersports dealerships. Members can also apply the discount toward 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](https://www.costco.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 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 that responded to the survey 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 our RANGER®, RZR® and POLARIS GENERAL™ side-by-side off-road vehicles; our 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