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Immediate Release

POLARIS TAKES OUT DAKAR...AGAIN!

Polaris has taken out the side x side title at Dakar for the third year running, with Polaris-sponsored Frenchman Will Alcaraz winning his third straight Dakar on his Polaris RZR.

Impressively, Alcaraz took out the T3 (side x side) class, along with coming 40th out of 62 competitors who finished the overall car class.

The Dakar Rally is an annual off road endurance race which takes place in South America. The Rally spans through three countries being Argentina, Bolivia and Chile. Most of the competitive sections are off-road and the terrain types include sand dunes, mud, rocks, grass and rivers. Competitors will contest a total of 9500km with daily distances of each stage covering from 157km to 660km. Dakar is widely regarded as the most grueling off-road race in the world.

Polaris entered four teams for the 2014 Dakar Rally in the "T3" class which is essentially a SXS class within the overall car class. The Polaris teams were as follows:

#350 – Willy Alcaraz (Dakar Rally T3 Champion in 2012, 2013 & 2014)

#364 – Nicolas Duclos & Sebastien Delaunay (Dakar Rally 2nd place finisher in 2013 & 2014)

#366 – Gary Connell & Annie Seel (First Dakar Rally on a Polaris)

#386 – Yasir Saedan & Laurent Lichtleuchter (First Dakar Rally on a Polaris)

A special congratulations to Gary Connell from Australia. Gary has competed in some Australian Rally Championship (ARC) rounds during 2012 and 2013 and it was great to see him take it to the next level and compete in the world's ultimate Rally Race in a RZR. Gary is no stranger to Dakar having competed on a bike previously.

At the end of Stage 1 of Dakar, Gary had the following to say: "Splendid stage! The terrain was like it is in Australia, in the Safari Rally. Stones, narrow, sinuous... It was awesome, I had so much fun!"

Polaris has increased its stranglehold on the global off-road racing circuit with the release of the all-new RZR XP 1000 in 2013 – widely touted as the ultimate race machine which will be seen in action at many of the Australian Rally Championship and Australian Off-Road Championship rounds in 2014.

Polaris is a recognized leader in the powersports industry with annual sales exceeding \$3 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles (ORVs), including all-terrain vehicles (ATVs) and the Polaris RANGER® 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 vehicle industry with Global Electric Motorcars (GEM) and Goupil Industrie SA, and internally developed vehicles. Polaris enhances the riding experience with a complete line of Pure Polaris apparel, accessories and parts, available at Polaris dealerships.

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.

For more information or to book a test ride with your local dealer, please visit www.polarisindustries.com.au



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