Polaris Industries Inc. – A Global Corporation

~6,000 Employees Worldwide

11 Manufacturing Locations

5 Research & Development Centers of Excellence

~1,750 Dealers in North America

~1,400 Dealers Outside North America

>300,000 Units Shipped in 2013

>100 Countries – Polaris Products Sold

Total Company FY 2013

<table>
<thead>
<tr>
<th>SALES</th>
<th>$3.8 BILLION</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET INCOME*</td>
<td>$381 MILLION</td>
</tr>
</tbody>
</table>

* from continuing operations
A Global Corporation with Industry Leading Brands

2013 Sales by Product Line

- **ORV** 67%
- **PG&A** 16%
- **Snowmobiles** 8%
- **Motorcycles** 6%
- **Small Vehicles** 3%

2013 Sales by Geography

- **United States** 72%
- **Canada** 12%
- **International** 16%

Polaris Brands

- OFF-ROAD VEHICLES: SPORTSMAN, Defender, Ranger, Brutus, Commercial, National Accounts
- MOTORCYCLES: Victory, Indian, Slingshot
- SNOW: Indy, Switchback, RMK, Rush
- SMALL VEHICLES: GEM, Aixam, Mega, Goupil
- PG&A: Resilient Technologies, Swissauto, Klim, Kolpin, Premier O.E.M., Cycle Country
## North American Market Share

Consolidated Market Share in Units (Using Total Motorcycle Industry)

- **2006**
- **2007**
- **2008**
- **2009**
- **2010**
- **2011**
- **2012**
- **2013**

### Off-Road Vehicles
- **#1** Polaris
- **#2** BRP
- **#3** Kymco
- **#4** Yamaha
- **#5** CF Moto
- **#6** Honda

### Motorcycles
- **#1** Harley
- **#2** BMW
- **#3** Victory/Indian
- **#4** Triumph
- **#5** Honda
- **#6** Suzuki

### Snowmobiles
- **#1** Ski-Doo/Lynx
- **#2** Polaris
- **#3** Yamaha
- **#4** Arctic Cat

---

**Note:** EMEA market share data is YTD thru June 2014; Motorcycles is Heavyweight Cruiser/Touring only
**Consistent Financial Performance**

### 5-Year Total Return

**Sept. 12, 2009 – Sept. 12, 2014**

- **Polaris**: 752%
- **Peer Avg.**: 231%
- **Russell 2000**: 96%
- **S&P 500**: 90%
- **DJIA**: 77%

### Dividends (per share)

- **5-year dividend payout**: $380 million
- **Dividends increased 18% per year compounded annually for the past 5 years**

### Return on Assets

- **2009**: 13%
- **2010**: 16%
- **2011**: 20%
- **2012**: 23%
- **2013**: 24%

### Return on Invested Capital

- **2009**: 26%
- **2010**: 32%
- **2011**: 42%
- **2012**: 44%
- **2013**: 43%

### Return on Shareholder Equity

- **2009**: 49%
- **2010**: 40%
- **2011**: 46%
- **2012**: 45%
- **2013**: 71%

### 5-Year CAGR

**Sales** = 14%

**Net Income** = 27%

### Sales & Net Income

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Net Income*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>$1,566</td>
<td>$1.53</td>
</tr>
<tr>
<td>2010</td>
<td>$1,991</td>
<td>$2.14</td>
</tr>
<tr>
<td>2011</td>
<td>$2,657</td>
<td>$3.20</td>
</tr>
<tr>
<td>2012</td>
<td>$3,210</td>
<td>$4.40</td>
</tr>
<tr>
<td>2013</td>
<td>$3,777</td>
<td>$5.40</td>
</tr>
</tbody>
</table>

*From Continuing Operations*
Polaris Strategic Objectives

**Vision & Strategy**

**VISION**
Fuel the passion of riders, workers and outdoor enthusiasts around the world by delivering innovative, high quality vehicles, products, services and experiences that enrich their lives.

**STRATEGY**
Polaris will be a highly profitable, customer centric, $8B global enterprise by 2020. We will make the best off-road and on-road vehicles and products for recreation, transportation and work supporting consumer, commercial and military applications. Our winning advantage is our innovative culture, operational speed and flexibility, and passion to make quality products that deliver value to our customers.

**Guiding Principles**
- Best People, Best Team
- Safety & Ethics Always
- Customer Loyalty

**Strategic Objectives**

**Best in Powersports PLUS**
- 5-8% annual organic growth

**Growth through Adjacencies**
- >$2B from acquisitions & new markets

**Global Market Leadership**
- >33% of Polaris revenue

**LEAN Enterprise is Competitive Advantage**
- Significant Quality, Delivery & Cost Improvement

**Strong Financial Performance**
- Sustainable, profitable growth
- Net Income Margin >10%

**Performance Priorities**

GROW SALES
- >$8 Billion by 2020
- 12% CAGR

INCREASE NET INCOME
- >10% of Sales by 2020
- 13% CAGR
Business Unit Performance

Off-Road Vehicles

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATV</td>
<td>$2,226</td>
<td>$2,522</td>
<td>Up 11% to 13%</td>
</tr>
<tr>
<td>SxS</td>
<td>$196</td>
<td>$220</td>
<td>Up 65% to 75%</td>
</tr>
</tbody>
</table>

Snowmobiles

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATV</td>
<td>$283</td>
<td>$302</td>
<td>Up mid-single digits %</td>
</tr>
</tbody>
</table>

Motorcycles

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATV</td>
<td>$196</td>
<td>$220</td>
<td>Up 12%</td>
</tr>
</tbody>
</table>

PG&A

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATV</td>
<td>$461</td>
<td>$611</td>
<td>Up about 20%*</td>
</tr>
</tbody>
</table>

*Includes Kolpin acquisition in April 2014
Business Unit Performance

Small Vehicles

MY’14 Aixam Vision

Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 2014 Guidance</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$44</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Up</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>25% to 30%*</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$123</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Aixam acquisition included

Defense

DAGOR™

Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2014 Expectations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 2014 Expectations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Commercial

RANGER® DIESEL HST

Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2014 Expectations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY 2014 Expectations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NEW Adjacency

3-Wheeled Motorcycle
Announced July 2014
2 models: Base & Premium (SL)
$19,999 - $23,999 MSRP (U.S.)
Shipping expected late-October 2014
International Sales

2012: $461
2013: $592

Up low-teens digits %

FY 2014 Guidance

Expanding EMEA, Asia Pacific and Latin America

2013 International Sales by Product

- ORV: 47%
- PG&A: 16%
- Small Vehicles: 17%
- Motorcycles: 7%
- Snow: 13%

2013 International Sales by Geography

- Europe: 73%
- Latin America: 7%
- Asia: 3%
- Aus / NZ: 11%
- ME / Africa: 6%

*Includes Aixam Acquisition beginning 4/2013

FY 2013 Year-Over-Year Sales

- EMEA: +38%
- ASIA PACIFIC: -4%
- LATIN AMERICA: +20%

Guidance

ORV: 47%
Small Vehicles: 17%
PG&A: 16%
Motorcycles: 7%
Snow: 13%

$592
$461
NEW European Manufacturing in Opole, Poland

Grand Opening September 23, 2014

First Polaris plant dedicated to manufacturing Off-Road Vehicles outside of North America

345,000 square-foot facility

300+ Employees

Shipments expected to begin in Q1 2015

Anticipated annualized savings $20+ million at maturity
# Polaris/Eicher Joint Venture (EPPL)

## Partner Overview
- **$1.3 Billion Revenue**
- Established in 1959

## JV Overview
- **50/50 JV, $50M Investment**
  - Signed July 2012

## Next Steps
- **NEW Manufacturing Plant in Jaipur, India**
  - (180,000 sq. ft.)

## JV Overview
- **New Operating Team**
- **New Product Development**
- **New Operational Footprint**
- **New Distribution Channel**
- **Global Emerging Market Focus**

## Partner Overview
- **Commercial Vehicles**
  - JV w/ Volvo
  - Top 3 Market Share

## JV Overview
- **Iconic Brand**
  - Market Leader 300CC+
  - 178,000 Sold in 2013
  - 50% growth

## Next Steps
- **Q3 ‘14** Dealer Recruitment
- **Q4 ‘14** New Factory Complete
- **Q1 ‘15** Market Launch
- **Q2 ‘15** Start of production

---

*Building a Partnership and Foundation in a Critical Long Term Growth Market*
Operational Excellence

SAFETY

Polaris Total Recordable Injury Rate
86% Improvement in 48 Months

DELIVERY

3-Year CAGR +10.7%

QUALITY

Rework expected to be ↓ 21% from 2010

GROSS MARGINS

26.6% 27.9% 28.8% 29.7% Down
30–50 bps

Delivering Major Improvements Across All Operations

IR Europe Sep-2014
Full Year 2014 Guidance

Record sales and earnings projected for 2014

North American retail sales growth and market share gains remain strong

Net income* projected up 16% to 18%

Net income margin* projected to hold above long-term goal of 10%
Safe Harbor

Except for historical information contained herein, the matters set forth in this document, including but not limited to management’s expectations regarding 2014 sales, shipments, margins, net income and cash flow, the trend toward producing more of the Company’s own engines for its vehicles, the opportunities for expansion and diversification of the Company’s business, the impact of the repurchase of shares on the Company’s full year 2014 earnings per share and the Company’s guidance on earnings per share from continuing operations are forward-looking statements that involve certain risks and uncertainties that could cause actual results to differ materially from those forward-looking statements. Potential risks and uncertainties include such factors as product offerings, promotional activities and pricing strategies by competitors; manufacturing operation initiatives; acquisition integration costs; warranty expenses; foreign currency exchange rate fluctuations; environmental and product safety regulatory activity; effects of weather; commodity costs; uninsured product liability claims; uncertainty in the retail and wholesale credit markets; performance of affiliate partners; changes in tax policy and overall economic conditions, including inflation, consumer confidence and spending and relationships with dealers and suppliers. Investors are also directed to consider other risks and uncertainties discussed in our 2013 annual report and Form 10-K filed by the Company with the Securities and Exchange Commission. The Company does not undertake any duty to any person to provide updates to its forward-looking statements.

The data source for retail sales figures included in this presentation is registration information provided by Polaris dealers in North America and compiled by the Company or Company estimates. The Company must rely on information that its dealers supply concerning retail sales, and other retail sales data sources and this information is subject to revision.
Appendices

New MY 2015 Product Introductions 17–18
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New MY 2015 Product Introductions

Best in
Powersports PLUS

31 New MY’15
Powersports Products

Off Road Vehicles = 18

Motorcycles = 5

Snowmobiles = 8

Largest New Product Launch in Polaris History

MY 15 RZR 900 XC EDITION

MY 15 RANGER 570 FULL-SIZE

MY 15 Indian Scout

MY 15 Sportsman XP 1000

ETX
900
900 XC EDITION
S 900
XP 900
XP 4 1000
CREW 900
XP1000
XP 1000
TOURING XP 1000
X2 570
TOURING 570 SP

ETX
ACE / ACE 570
XP 1000
TOURING XP 1000

MAGNUM
ROADMASTER
SCOUT

INDY
550 VOYAGEUR
600 & 800 PRO-S
600 ADVENTURE 800 PRO-X

SWITCHBACK
800 PRO-X
600 & 800 PRO-S

BUSH WHACKER
800 PRO-X

Chief’s with Two-tone Paint
New MY 2015 Motorcycles

MY’15 Indian RoadMaster
- $26,999
- 111 ci / 6-speed
- 119 ft-lbs torque
- Real Leather
- Tire Pressure Monitoring
- Remote locks
- Heated seats and hand grips
- Power windshield
- 37.6 gallons of storage

MY’15 Indian Scout
- $10,999
- 69 ci / 6-speed / 100 hp
- 72 ft-lbs torque
- 31° lean angle
- Real leather seat
- 25.3” seat height
- 558 lbs

MY’15 Victory Magnum
- $21,999
- 106 ci / 6-speed
- Custom paint scheme
- 21” front custom wheel
- Audio – iPod Kit, 100W amp
- Color-matched painted dash/lower frame
- Low profile seat 26.3” high
- Lowered rear suspension

Continuing to Expand our Motorcycle Product Portfolio
**N.A. Retail Sales & Dealer Inventory – Q2 2014**

**N.A. Powersports Retail Sales**

- **Polaris 1H 2014**: +11%
- **Industry 1H 2014**: +4%

<table>
<thead>
<tr>
<th>Category</th>
<th>1H 2014</th>
<th>1H 2013</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polaris</td>
<td>+11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>+4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Increase</strong></td>
<td></td>
<td>+3%</td>
<td></td>
</tr>
</tbody>
</table>

**Polaris N.A. retail ▲ 11% for 1H 2014 vs. 1H 2013**

Gained share in ORV and motorcycles

**Polaris Q2 2014 N.A. dealer inventory ▲ 13% vs. Q2 2013**

- **ORV ▲ low-teens %**: driven primarily by side-by-sides due to new models and market categories
- **Motorcycles ▲ 20%**: increased Indian distribution and shipments
- **Snowmobiles and Small Vehicles ▲ low-single digits**

**N.A. Dealer Inventory**

- **Q2-2013**: +3% Existing Models
- **Q2-2014**: +7% New models/categories, +3% New Dealers, +13% Total Increase

**Dealer Inventory in Strong Position Heading into Model Year 2015 Launch**
## 2014 Full Year Guidance

<table>
<thead>
<tr>
<th>METRIC</th>
<th>GUIDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Line Sales</td>
<td></td>
</tr>
<tr>
<td>Off-Road Vehicles</td>
<td>Up 11% to 13%</td>
</tr>
<tr>
<td>Snowmobiles</td>
<td>Up mid-single digits %</td>
</tr>
<tr>
<td>Motorcycles</td>
<td>Up 65% to 75%</td>
</tr>
<tr>
<td>Small Vehicles</td>
<td>Up 25% to 30%</td>
</tr>
<tr>
<td>PG&amp;A</td>
<td>Up about 20%</td>
</tr>
<tr>
<td>International</td>
<td>Up low-teens %</td>
</tr>
<tr>
<td>Total Company Sales</td>
<td>Up 16% to 18%</td>
</tr>
<tr>
<td>Gross Margins</td>
<td>Down 30 to 50 bps</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>Down 60 to 80 bps</td>
</tr>
<tr>
<td>Income from Financial Services</td>
<td>Up about 20%</td>
</tr>
<tr>
<td>Income Taxes</td>
<td>34.25% to 34.5% of pretax income</td>
</tr>
<tr>
<td>Net Income from continuing operations</td>
<td>Up 16% to 18%</td>
</tr>
<tr>
<td>EPS, Diluted from continuing operations</td>
<td>$6.48 - $6.58 (+20% to 22%)</td>
</tr>
<tr>
<td>Share Count</td>
<td>Down 2% to 3%</td>
</tr>
</tbody>
</table>

**Change in Guidance**
- Increased/ favorable
- Decreased/ unfavorable
- Unchanged
- Narrowed

**Raised Sales and Earnings Expectations**
## 2014 Gross Margin Guidance

<table>
<thead>
<tr>
<th>METRIC</th>
<th>Actual Q2 2013</th>
<th>Actual Q2 2014</th>
<th>Guidance FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Period</td>
<td>28.7%</td>
<td>29.9%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Production volume adjustments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product cost reduction efforts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commodity costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Currency rates</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Higher selling prices</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product mix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Plant Start-up Costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warranty costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tooling amortization</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales promotional costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract Dispute Charge in 2013</td>
<td>n/a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current period</td>
<td>29.9%</td>
<td>30.1%</td>
<td>29.2% to 29.4%</td>
</tr>
<tr>
<td>Change</td>
<td>+120 bps</td>
<td>+20 bps</td>
<td>-30 to -50 bps</td>
</tr>
</tbody>
</table>

**Legend:**
- **Green Up Arrow**: Improvement to gross profit margin %
- **Red Down Arrow**: Impairment to gross profit margin %
- **Blue Arrow**: Neutral to gross profit margin %
## Balance Sheet and Liquidity Profile

<table>
<thead>
<tr>
<th>$ In millions (except per share and rate data)</th>
<th>YTD 2014</th>
<th>Fav / (UnFav) YTD 2013</th>
<th>2014 Full Year Guidance vs. 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$119.0</td>
<td>($98.6)</td>
<td>Increase</td>
</tr>
<tr>
<td>Debt / Capital Lease Obligations</td>
<td>$367.6</td>
<td>($260.0)</td>
<td>Decrease</td>
</tr>
<tr>
<td>Credit Facility</td>
<td>$350.0</td>
<td>Flat</td>
<td>Unchanged</td>
</tr>
<tr>
<td>Factory Inventory</td>
<td>$559.9</td>
<td>($131.2)</td>
<td>Increase similar to sales %</td>
</tr>
<tr>
<td>Capital Expenditures</td>
<td>$101.6</td>
<td>($7.9)</td>
<td>Lower, but &gt; $200M</td>
</tr>
<tr>
<td>Depreciation &amp; Amortization</td>
<td>$56.8</td>
<td>$17.5</td>
<td>Increase about 40% from 2013</td>
</tr>
<tr>
<td>Operating cash flow from continuing operations</td>
<td>$130.9</td>
<td>$27.4</td>
<td>Increase at slightly higher % than net income</td>
</tr>
<tr>
<td>Dividend (per share)</td>
<td>$0.96</td>
<td>$0.12</td>
<td>Increase 14% over 2013</td>
</tr>
<tr>
<td>Polaris Acceptance Receivables</td>
<td>$879.6</td>
<td>($166.8)</td>
<td>Increase upper single-digits %</td>
</tr>
<tr>
<td>Retail Credit – Approval Rate</td>
<td>54%</td>
<td>(2%)</td>
<td>Approval Rates stable; aggressive financing from other banks</td>
</tr>
<tr>
<td>– Penetration Rate</td>
<td>32%</td>
<td>(2%)</td>
<td></td>
</tr>
</tbody>
</table>

Healthy Balance Sheet & Liquidity Profile Remains Unchanged
Income from Financial Services

**Income from Financial Services ($M)**

- **Retail Financing**
  - 2012: $34
  - 2013: $46
  - 2014: $767 (Up about 20%)

- **Wholesale Credit**
  - 2012: $767
  - 2013: $928
  - 1H 2014: $880

**Wholesale Credit PA Receivables ($M)**

- 2012: $34
- 2013: $46
- 2014: $767 (Up about 20%)

**Retail Credit Approval Rate**

- 2012: 60%
- 2013: 58%
- 1H 2014: 54%

**Retail Credit Penetration Rate**

- 2012: 34%
- 2013: 32%
- 1H 2014: 32%

---

Full Year income from financial services expected to increase about 20%

- Increased dealer inventories
- Higher retail credit income

Polaris Acceptance 50/50 joint venture with GE for U.S. Dealer Financing

- 19-year joint venture contract for renewal in 2017
- Three-year Avg. ROI = 29%

Third party arrangements: Capital One (2014), GE (2016) and Sheffield (2016)

- No Credit or funding risk to Polaris
- Approval and penetration rates at acceptable levels

---

Ample Wholesale and Retail Credit Availability
Research & Development

600+ experienced engineers

Industry-leading technology centers
- Wyoming, MN
- Roseau, MN
- Switzerland

R&D Spend

R&D Investment Fuels Innovation & Growth

R&D Investment

<table>
<thead>
<tr>
<th>Year</th>
<th>R&amp;D Spend</th>
<th>% Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$77M</td>
<td>4.0%</td>
</tr>
<tr>
<td>2009</td>
<td>$63M</td>
<td>4.0%</td>
</tr>
<tr>
<td>2010</td>
<td>$85M</td>
<td>4.3%</td>
</tr>
<tr>
<td>2011</td>
<td>$106M</td>
<td>4.0%</td>
</tr>
<tr>
<td>2012</td>
<td>$127M</td>
<td>3.9%</td>
</tr>
<tr>
<td>2013</td>
<td>$139M</td>
<td>3.7%</td>
</tr>
<tr>
<td>YTD Q2 2014</td>
<td>$73M</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Research and Development Facility Expansion in Wyoming, MN
Global Manufacturing Operations

Expanding into Europe and Asia

Current Polaris MFG Locations
- Roseau, MINNESOTA
  - Snow, ATV, SxS
- Spirit Lake/Milford, IOWA
  - SxS, Motorcycles, GEM, Commercial
- Osceola, WISCONSIN
  - Engines
- Bourran, FRANCE
  - Goupil
- Chanas, Aix-les-Bains, FRANCE
  - Aixam Mega
- Opole, POLAND
  - ATV, SxS
- Jaipur, INDIA
  - Eicher JV

Future Polaris MFG Locations
- Monterrey, MEXICO
  - SxS, Engines
- Bourran, FRANCE
  - Goupil
- Chanas, Aix-les-Bains, FRANCE
  - Aixam Mega
- Opole, POLAND
  - ATV, SxS
- Jaipur, INDIA
  - Eicher JV
## Customer Profiles

<table>
<thead>
<tr>
<th></th>
<th>OFF-ROAD VEHICLES</th>
<th>MOTORCYCLES</th>
<th>SNOWMOBILES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Age</strong></td>
<td>49</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td>~$100k</td>
<td>~$90K</td>
<td>~$90k</td>
</tr>
<tr>
<td><strong>Male / Female</strong></td>
<td>95% / 5%</td>
<td>90% / 10%</td>
<td>90% / 10%</td>
</tr>
<tr>
<td><strong>Primary Usage</strong></td>
<td>Mostly Work</td>
<td>Work &amp; Play</td>
<td>Cruising</td>
</tr>
<tr>
<td></td>
<td>Farming/Ranching</td>
<td>Rec/Trail</td>
<td>Day trips</td>
</tr>
<tr>
<td></td>
<td>Property Maint.</td>
<td>Property</td>
<td>Around town</td>
</tr>
<tr>
<td></td>
<td>Rec/Trail</td>
<td>Hunt</td>
<td>Commute</td>
</tr>
<tr>
<td></td>
<td>Hunt</td>
<td></td>
<td>Recreation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>on &amp; off trail</td>
</tr>
</tbody>
</table>