POLARIS AT A GLANCE

1954  Year Polaris was Founded

~10,000  Employees Worldwide

19  Manufacturing Locations

5  Research & Development Centers

~1,800  Dealers In North America

~1,700  Dealers Outside North America

~370,000  Units Shipped Worldwide in 2016

>100  Countries – Polaris Products Sold

Sales  Guidance  Net Income (Adjusted*)


$312  $381  $454  $455  $213

21%  18%  19%  5%  4%  10% to 13%

$3,210  $3,777  $4,480  $4,719  $4,517  $4,950 to $5,100

$4,40  $5.40  $6.65  $6.75  $3.48  $4.25 to $4.50

38%  23%  23%  2%  48%  22% to 29%

2016 YEAR IN REVIEW

CHALLENGES

Recalls
13 safety bulletins / majority of $120M charge

Oil/Ag Industry
Oil ↓ mid-teens % / Ag ↓ mid-single digits %

Currency Negative
Pre-tax Profit ↓ ~40 million

ORV Share Loss
↓ 2+ points

Dealer Sentiment ↓

SUCCESSES

Indian Retail Growth
↑ 20%+ year-over-year

VIP / Factory Inventory
+$150M Gross VIP; Factory Inventory ↓ $110M*

Transamerican Auto Parts
~$750M Truck & Jeep Aftermarket Accessories

New Safety & Quality Organization
Record recall effectiveness: RZR Turbo >85%

Huntsville Plant Start-up
On time / on budget

*excluding acquisitions

2016 DIFFICULT YEAR; MANY LESSONS LEARNED
POWERSPORTS MARKET SHARE LEADER

Consolidated Market Share in Units
(Using Total Motorcycle Industry)

Honda
Harley
Yamaha
Kawasaki
Can Am
Other


Note: Amounts based on industry data & Company estimates
POLARIS 2017 – A MORE DIVERSE COMPANY

2008

TOTAL COMPANY SALES

$1.9 BILLION

Motorcycles 94%

Off-Road Vehicles/Snow 6%

2017 Expectations*

TOTAL COMPANY SALES

$5.0* BILLION

Motorcycles 64%

Off-Road Vehicles/Snow 12%

Global Adjacent Markets 7%

Aftermarket 17%

*Based on mid-point of 2017 Guidance Range

OVER $1 BILLION INVESTED IN ACQUISITIONS SINCE 2008
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%

VISION & STRATEGY REMAIN UNCHANGED, REVIEWING FINANCIAL GOALS GIVEN RECENT PERFORMANCE
OFF-ROAD VEHICLES (ORV) / SNOWMOBILES

REGAINING FOOTING AS LEADING POWERSPORTS MANUFACTURER

2017 FOCUS AREAS

Move Past Recalls
Continuous Improvement in Safety & Quality

Improve Market Share Trajectory
RANGER, RZR, ATV and Snowmobiles

Aggressively Market Portfolio
Increased Advertising / Targeted Promotions

Deliver Better Service & Improve Distribution

Drive Accelerated Product Innovation

NEW! MY’18 Polaris Titan®
25 Industry Awards

Industry-Leading NPS 74.4

Passionate Riders

Laid Foundation for Indian Motorcycle

EXPERIENCE AND KNOWLEDGE GAIN INVALUABLE
IN Indian Motorcycle

Drive Awareness
Continue to Grow Share
Introduce Differentiated Product
Build Brand Partnerships
Reignite Indian Factory Racing

Grow America’s Oldest Motorcycle Brand

NEW MY'18 Indian Roadmaster® Classic
SLINGSHOT

BUILD BRAND AWARENESS – GROW PROFITABILITY

2017 FOCUS AREAS

Increase Awareness of Brand & Lifestyle

Fuel Slingshot Customization

Utilize Partnerships/Influencers to Amplify the Brand

Slingshot Racing in 2017
Continued build international business foundation

2016 Sales by Region

**Latin America**
+12% (CC +27%)

**Asia Pacific**
-5% (CC -3%)

**EMEA**
FLAT (CC +1%)

2017 Focus Areas

**Regain Off-Road Momentum**
Defend/Grow #1 Market Share

**Grow Motorcycles Aggressively**
Indian/Slingshot

**Maximize Mexico – All Product Lines**
Mexico Up 30%+ in 2016

**Drive Global Synergies**
Operations/Aftermarket /Adjacent Markets

CC = Constant Currency
TRANSAMERICAN AUTO PARTS (TAP)

Founded in 1961; Acquired Nov. 2016

Leader in Truck & Jeep Aftermarket

Vertically Integrated Model

7 Leading Brands

77 Retail 4-WHEEL PARTS Stores

Omni-channel with Strong E-Commerce Platform

2016 REVENUE OF ~$750 MILLION - PROFITABLE
SAFETY, QUALITY & INNOVATION

R&D Investment

($ in millions)

2014: $148
2015: $166
2016: $185
2017: Expectations*

2017 FOCUS AREAS

Established Central Safety & Quality Team

Proactive Safety Engineering & Product Plan

Significant Increase In R&D

Innovation Vitality Index*

2013: 71%
2014: 72%
2015: 86%
2016: 74%

*Sales of products introduced in past 3 years
LEAN INVENTORY REDUCTION

**Dealer Inventory**
- 2015
- 2016
- 2017

Expectations:
- -8%

**Factory Inventory**
- 2015
- 2016

Expectations:
- $710
- ($110)

Value Improvement Process (VIP)

**Gross VIP Savings**
- 2016
- ~$150

**2016 VIP Improvement Areas**
- Materials
- Manufacturing
- PG&A
- Logistics
- Other

2017 FOCUS AREAS

**RFM Go-to-Market Process for SxS**

Material Flow / Plant Capabilities

- $1 lead times / $1 inventory / on-going VIP savings

**Product Development Process (PDP)**

- Improved quality with Polaris speed/innovation

**LEAN Business Processes**

- More value / less waste throughout organization

LEAN JOURNEY ACCELERATING – BECOMING STANDARD OPERATING PRACTICES

IR Mar-2017
CLOSING COMMENTS

Get Back to #1 in Quality

Accelerate Product Innovation

Play Offense... Aggressively: Protect Share

Successfully Integrate TAP

Improve the Dealer Channel and Relationships

Meet Our Commitments – Financial, Operational
APPENDICES

NON-GAAP INFORMATION DISCLOSED IN THIS PRESENTATION
POLARIS CUSTOMER USAGE PROFILES
2017 FULL YEAR GUIDANCE – SALES & EPS
2017 FULL YEAR GUIDANCE BY SEGMENTS
GROSS PROFIT MARGIN GUIDANCE
OTHER FULL YEAR 2017 EXPECTATIONS
N.A. POWERSPORTS RETAIL SALES
N.A. DEALER INVENTORY
INCOME FROM FINANCIAL SERVICES
2016 POLARIS FINANCIAL POSITION
2016 PG&A / INTERNATIONAL
MANUFACTURING LOCATIONS
GAAP / NON-GAAP RECONCILIATION SCHEDULES
SAFE HARBOR
Throughout this presentation, the word “Adjusted” is used to refer to GAAP results minus the following:

- **TAP inventory step-up purchase accounting**
- **TAP acquisition costs and integration expenses**
- **Impacts associated with the Victory wind down**

Beginning in 2017 a new reporting segment called “Aftermarket” was established which includes TAP plus our five aftermarket brands; 509, Klim, Kolpin, Pro Armor and Trail Tech, that were previously included in the ORV/Snowmobiles and Motorcycles reporting segments. 2016 sales and gross profit results will be reclassified to account for the fourth segment beginning in 2017 for comparison purposes.

See “GAAP / NON-GAAP RECONCILIATION SCHEDULES” included in the appendix of this presentation.
POLARIS CUSTOMER USAGE PROFILES

Off-Road Vehicles

- Desert/Dunes
- Trail Riding
- Hunt/Fish
- Farm/Ranch
- Private Property Maintenance

Motorcycles

- Die-Hard "Biker"
- Motorcycle Enthusiast
- Show-off Rider
- Weekend Rider
- Commuter Rider

Snowmobiles

- Trail/ Touring
- Off-Trail/ Deep Snow
- On/Off Trail Recreation/ Utility

<table>
<thead>
<tr>
<th>AVERAGE AGE</th>
<th>50</th>
<th>43</th>
<th>44</th>
<th>43</th>
<th>47</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME</td>
<td>~$100k</td>
<td>~$100k</td>
<td>---</td>
<td>~$90k</td>
<td>~$90k</td>
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<tr>
<td>MALE</td>
<td>91%</td>
<td>91%</td>
<td>98%</td>
<td>87%</td>
<td>75%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>9%</td>
<td>9%</td>
<td>2%</td>
<td>13%</td>
<td>25%</td>
</tr>
</tbody>
</table>

- Cruising, Day trips around town
- Commute
- Recreation on & off trail

MY15, except GENERAL (MY16)
2017 FULL YEAR GUIDANCE

Powersports market weak
Organic revenue expectations +1% to -1%
TAP FY’17 = $775 to $800
Victory wind down / FX headwinds

** Organic sales represents revenue excluding TAP, Victory sales and the effects of FX
** See appendix for discussion regarding non-GAAP adjustments excluded from 2017 guidance
<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ORV Snow ORV</td>
<td>$3,284</td>
<td>$699</td>
<td>Down low-single</td>
<td>Down low-double</td>
<td>$342</td>
<td>Up low-single</td>
<td>$192</td>
<td>Up significantly</td>
</tr>
<tr>
<td>PG&amp;A Snow PG&amp;A</td>
<td>$3,284</td>
<td>$699</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PG&amp;A Snow PG&amp;A</td>
<td>$3,284</td>
<td>$699</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(1) Full Year 2016 sales have been reclassified to account for new Aftermarket segment reporting which includes aftermarket brands previously reported in their respective segments.

(2) On a comparable basis, motorcycle expectations is “Up low-double digits %” in 2017 after adjusting for Victory wholegood sales reported in 2016.
### 2017 GROSS MARGIN IMPROVEMENT DRIVEN PRIMARILY BY VIP & 2016 NON-RECURRING EVENTS

**GROSS PROFIT MARGIN GUIDANCE**

**Adjusted* Gross Margin Q4 2016**
- Q4 2015: 28.1%
- Adjusted Q4 2016: 28.1% (-165 bps 26.4%)

**Adjusted* Gross Margin FY 2016**
- FY 2015: 28.4%
- Adjusted FY 2016: 28.4% (-370 bps 24.7%)

**Adjusted** Gross Margin 2017 Guidance
- Increase up to ~180 bps

#### GM by Segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>Q4 2015</th>
<th>Q4 2016</th>
<th>FY 2015</th>
<th>FY 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORV/Snow</td>
<td>30.5%</td>
<td>28.6%</td>
<td>32.1%</td>
<td>27.7%</td>
</tr>
<tr>
<td>Motorcycles</td>
<td>14.8%</td>
<td>1.5%</td>
<td>13.9%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Adjacent Markets</td>
<td>27.4%</td>
<td>29.5%</td>
<td>27.0%</td>
<td>27.8%</td>
</tr>
</tbody>
</table>

#### Key:
- **Green Up Arrow**: Improvement
- **Red Down Arrow**: Headwind
- **Orange Neutral Arrow**: Neutral

* See appendix for non-GAAP reconciliations
** See appendix for discussion regarding non-GAAP adjustments excluded from 2017 guidance
OTHER FY 2017 EXPECTATIONS

Adjusted operating expenses: increase mid-teens % (slight increase as a % of sales)
  - R&D
  - Legal and other related costs
  - Operating expense from acquired companies
  - Variable compensation

Income from financial services: down ~10% due to lower dealer inventory levels

Interest expense: more than double due to TAP acquisition funding

Income taxes: approximately 34.5% of pretax profits

International sales: about flat with 2016 on a constant currency basis

PG&A: up low-single digits %

Diluted shares outstanding: approximately flat

Operating cash flow: down significantly
Polaris N.A. retail down 4% for Q4 2016 vs. Q4 2015

Indian Motorcycle retail up about 20% in Q4, total motorcycles down, primarily Slingshot
ORV down; RZR recall disruptions, competition and weak ATV industry

North American Industry retail trends continued soft
Oil/Gas, Ag remain weak

MARKETS REMAIN WEAK / VOLATILE
Polaris Q4 2016 N.A. dealer inventory down 8% vs. Q4 2015

ORV down 11% year-over-year

Motorcycles up ~30% as expected, inventory at appropriate RFM levels

Snowmobiles down, as expected

Dealer inventory levels ongoing priority – SxS moving to RFM in 2017
2017 financial services expectations: down ~10% due to lower dealer inventory levels

Q4 and FY income from financial services up – volume related, higher penetration rates & extended service contracts
2016 POLARIS FINANCIAL POSITION

Cash Drivers

- **Cash $127** -18%
- **Debt/Capital Lease Obligations $1,142** +147%
- **Shareholders’ Equity $867** -12%
- **Total Capital $2,009** +39%

**Debt to Total Capital 57% (-25%)**

Operating Cash Flow

- **$155**
- **+$572**
- **-$140**
- **-$209**
- **+$724**
- **+$40**
- **+$127**

**Operating Activities**
- **Dividends** $-140
- **Capex** $-209
- **Borrowings** $-246
- **Share Repurchase** $-724
- **Other** $+40

**2016 Summary**

- **Operating cash flow up**
- **Factory inventory down significantly year-over-year, excluding acquisitions**

**2017 Expectations**

- **Cap Ex expected to be lower than 2016**
- **Operating cash flow expected to be down significantly – timing of accrual payments and Victory wind down**

FINANCIAL POSITION REMAINS SOLID
Q4 2016 SUPPLEMENTAL SALES PERFORMANCE

Parts, Garments & Accessories (PG&A)*

Q4 Sales ↑9% to 214.4 Million

- ORV 71%
- Motorcycles 23%
- Snowmobiles 8%
- Global Adjacent Markets (GAM) 9%
- Accessories 52%
- Parts 40%
- Apparel 8%

International

Q4 Sales ↓2% to $178.2 Million

- ORV / Snow 59%
- Motorcycles 24%
- Global Adjacent Markets (GAM) 17%
- EMEA 74%
- Asia Pacific 16%
- Latin America 16%
- AP 7%
- LA 6%

*Does not include TAP

Q4 Sales

- Q4 Sales 9% to 214.4 Million
- Q4 Sales 2% to $178.2 Million

△ from Q4’15

- ORV 21%
- Parts 16%
- Accessories 2%
- EMEA 7%
- AP 2%

(~flat constant currency)
MANUFACTURING LOCATIONS

19 IN-HOUSE MANUFACTURING FACILITIES WORLDWIDE
Reconciliation of GAAP "Reported" Results to "Adjusted" Results (unaudited)

### Q4 2016

<table>
<thead>
<tr>
<th></th>
<th>Reported GAAP Measures</th>
<th>Adjustments</th>
<th>Adjusted Measures</th>
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<tbody>
<tr>
<td></td>
<td>Q4 2016</td>
<td>Q4 2015</td>
<td>$ Chg</td>
</tr>
<tr>
<td>Sales</td>
<td>$1,217,789</td>
<td>$1,105,618</td>
<td>$112,171</td>
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<tr>
<td>Gross Profit</td>
<td>312,772</td>
<td>310,274</td>
<td>2,498</td>
</tr>
<tr>
<td>Gross Profit %</td>
<td>25.7%</td>
<td>28.1%</td>
<td>-</td>
</tr>
<tr>
<td>Operating Exp.</td>
<td>233,332</td>
<td>169,072</td>
<td>64,260</td>
</tr>
<tr>
<td>Net Income</td>
<td>62,581</td>
<td>110,682</td>
<td>(48,101)</td>
</tr>
<tr>
<td>Diluted EPS</td>
<td>$0.97</td>
<td>$1.66</td>
<td>($0.69)</td>
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</table>

### FY 2016

<table>
<thead>
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<th>Reported GAAP Measures</th>
<th>Adjustments</th>
<th>Adjusted Measures</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>FY 2016</td>
<td>FY 2015</td>
<td>$ Chg</td>
</tr>
<tr>
<td>Sales</td>
<td>$4,516,629</td>
<td>$4,719,290</td>
<td>($202,661)</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>1,105,623</td>
<td>1,339,042</td>
<td>(233,419)</td>
</tr>
<tr>
<td>Gross Profit %</td>
<td>24.5%</td>
<td>28.4%</td>
<td>-</td>
</tr>
<tr>
<td>Operating Exp.</td>
<td>833,803</td>
<td>692,206</td>
<td>141,597</td>
</tr>
<tr>
<td>Net Income</td>
<td>212,948</td>
<td>455,361</td>
<td>(242,413)</td>
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<tr>
<td>Diluted EPS</td>
<td>$3.27</td>
<td>$6.75</td>
<td>($3.48)</td>
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</table>

Adjustments:
(1) Represents inventory step-up related to the TAP acquisition
(2) Represents the acquisition costs and integration expenses related to the TAP acquisition
(3) The company used its estimated statutory tax rate of ~37% for the non-GAAP adjustments

**2017 Adjusted Guidance:** 2017 guidance excludes the pre-tax effect of TAP inventory step-up purchase accounting of approx. $15 million, acquisition integration costs of approx. $15 million and the impacts associated with the Victory wind down which could be in a range of $50 to $70 million in 2017. The Company is in the process of finalizing its analysis of the anticipated total costs to wind down the Victory motorcycle business and will provide more clarity as the analysis is completed and the costs are incurred throughout the year. 2017 sales guidance excludes any Victory wholegoods sales as the Company is exiting the brand beginning in 2017.
Except for historical information contained herein, the matters set forth in this presentation, including management’s expectations regarding 2017 future sales, shipments, net income, and net income per share, and operational initiatives 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 the Company’s ability to successfully implement its manufacturing operations expansion initiatives, product offerings, promotional activities and pricing strategies by competitors; economic conditions that impact consumer spending; acquisition integration costs; product recalls, warranty expenses; impact of changes in Polaris stock price on incentive compensation plan costs; 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 documents 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.

Non-GAAP Measures - Constant Currency Reporting. This presentation includes information regarding the Company’s 2016 actual results and 2017 full year expectations on a constant currency basis, which is a non-GAAP measure, as well as on a GAAP basis. For purpose of comparison, the results on a constant currency basis uses the respective prior year exchange rates for the comparative period to enhance the visibility of the underlying business trends, excluding the impact of translation arising from foreign currency exchange rate fluctuations.

This presentation also contains certain non-GAAP financial measures, consisting of “adjusted” gross profit, operating expenses, net income and net income per diluted share” as measures of our operating performance. Management believes these measures may be useful in performing meaningful comparisons of past and present operating results, to understand the performance of its ongoing operations and how management views the business. Reconciliations of adjusted non-GAAP measures to reported GAAP measures are included in the appendix contained in this presentation. These measures, however, should not be construed as an alternative to any other measure of performance determined in accordance with GAAP.