



POLARIS®
FOUNDATION

COMMUNITIES - SAFETY - ENVIRONMENT

COMMUNITIES



SAFETY



ENVIRONMENT



2016 FOUNDATION AND COMMUNITY REPORT



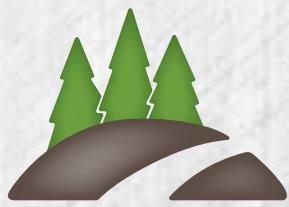
POLARIS DONATES STRATEGICALLY TO THREE AREAS:



COMMUNITY
DEVELOPMENT



YOUTH SAFETY
ON OUR PRODUCTS



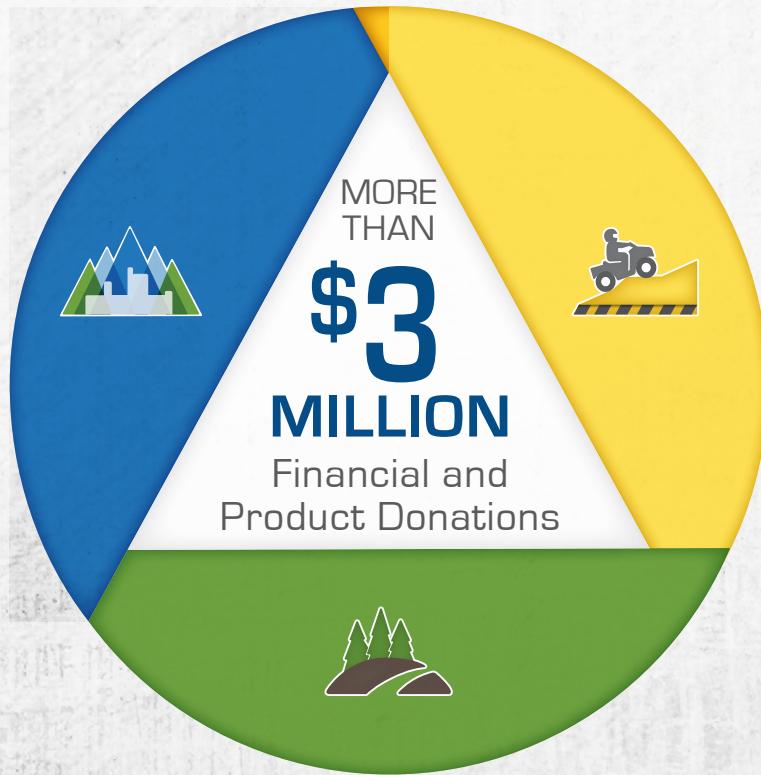
ENVIRONMENT
& LAND ACCESS



Polaris is not only a company that designs, engineers and manufactures innovative, high-quality products; it is also a company that cares. In 2016, Polaris and The Polaris Foundation donated more than \$3 million in monetary and product donations, in addition to thousands of volunteer hours from employees.

Polaris has three areas of strategic giving:

- Community Development
- Youth Safety on our Products
- The Environment & Land Access



Through donations and volunteering, Polaris and its employees work hard to make our communities better places to live.



Greater Twin Cities
United Way

In 2016, Polaris
and our employees
donated more than
\$1,460,000
to the Twin Cities
community.

THE UNITED WAY

The pinnacle of Polaris' community giving is our employees' support of the United Way. In 2016, over 97% of our employees participated in our Twin Cities United Way Campaign. Polaris and its employees have donated over \$8,700,000 in the past ten years.

We are grateful to all of our employee volunteers who go the extra mile exemplifying our company's dedication to our surrounding communities.





VOLUNTEER OF THE YEAR

Polaris' Volunteer of the Year Award is presented on the final day of the United Way Campaign. This honor is bestowed upon an employee who is nominated by his or her peers for demonstrating exceptional volunteerism in their local community and for helping make a significant difference in the lives of others. As a reward, the volunteer receives \$1,000 to donate to a nonprofit organization of his or her choice.

THE LUPUS FOUNDATION OF MINNESOTA Presented \$1,000 gift from Polaris Volunteer of the Year

Caitlyn McCarthy presents Polaris' \$1,000 gift to LFM President, Tharan Leopold, in honor of her grandmother.



THE UNITED WAY





SALVATION ARMY

Polaris has partnered with The Salvation Army and created the “Polaris Rescue and Relief Fleet” which includes vehicles strategically located across the country to be mobilized quickly following any type of disaster to transport food, water and medical supplies to those in need.

In 2016, Polaris received The Salvation Army's **National Disaster Partnership Award** for this life-saving Fleet.



**PROUD TO ADD HORSEPOWER
TO THE SALVATION ARMY'S RELIEF EFFORTS**

Following a hurricane, tornado, flood or other natural disaster, transporting food, water and medical supplies can be difficult. The Polaris® Rescue and Relief Fleet is now nationwide and so is our willingness to lend a helping hand wherever possible.

*“We are so grateful to Polaris for its unprecedented support of our nationwide Emergency Disaster Services efforts. The nationwide **Rescue and Relief Fleet** has significantly enhanced our ability to transport critical supplies to the hardest-hit areas in disaster and assist disaster survivors as well as other first responders. In addition to the vehicle donations, Polaris has conducted intensive training for our staff and volunteers to ensure that these very specialized vehicles are utilized at maximum benefit. We are proud to call Polaris our premier partner in serving those affected by disaster.”*

~ Lt. Col. Ron Busroe

National Community Relations and Development Secretary for The Salvation Army



**YOUTH
SAFETY
PARTNERSHIPS**



Prepared. For Life.[®]

"I've seen the Scout's faces after their first ride, I've listened to them talking to their friends, and you know, everybody is enthusiastic. One of the other things I really like about the Polaris ATV Safety Program is that we have a mixture of Scouts that have never ridden an ATV and Scouts that are experienced with them. The Scouts that are experienced, they say,

"WE'RE LEARNING THE RIGHT WAY TO DO IT."

- Ron Green, Scout Executive,
Greater St. Louis Area Council,
St. Louis, MO



BOY SCOUTS OF AMERICA[®]

Polaris has joined with The Boy Scouts of America in an exclusive 10-year partnership. This partnership introduces Scouts to off-roading with an emphasis on safety, responsible riding and respect for the environment.



message and 2,333 Scouts participated in trail conservation projects.

In 2016, Polaris designed and initiated the Polaris OHV Center for Excellence at the Summit Bechtel Reserve, a Boy Scout extreme adventure property and host of both the National Boy Scout Jamboree and World Boy Scout Jamboree. These events each host almost 60,000 youth over a two-week period, ensuring that new and experienced riders will be exposed to our premiere ASI safety training.

Since its inception in 2014, 6,485 Scouts have gone through the intensive ASI ATV safety program, 98,693 Scouts have been exposed to our safety



31
BSA CAMPS WITH
ATV SAFETY PROGRAMS

98,693
SCOUTS EXPOSED
TO POLARIS ATV
SAFETY PROGRAM

6,485
SCOUTS COMPLETED
ATV SAFETY PROGRAM

2,333
SCOUTS PARTICIPATED
IN ATV TRAIL BUILDING/
CONSERVATION
PROGRAMS

825
SCOUT LEADERS
TRAINED IN ASI
SAFETY EDUCATION



MN 4-H ATV Safety Project



POLARIS®



www.4-h.umn.edu



4-H

Polaris has partnered nationwide with select 4-H clubs and provided *ATV traveling safety classrooms*. With their mobility, these traveling safety classrooms are able to expose kids to our ATV safety message. These trailers include youth ATVs for practical training as well as instructional classroom materials.

In 2016 we added an ATV traveling safety classroom to the Twin Cities area. By attending the MN State Fair, county fairs and various 4-H events, 4-H was able to expose over 424,000 youth to our safety message. Fairgoers were able to engage in an ATV simulation by sitting on a vehicle with a helmet and goggles and play an ATV racing game on Nintendo Wii. In addition, youth were able to create their own ATV out of Legos, take a selfie and enter a contest to win their own ATV safety helmet.



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TRAVELING ATV
SAFETY TRAILERS

430,632

YOUTH EXPOSED TO
EXHIBITS AT EVENTS

747

4-H YOUTH
COMPLETED ASI
ATV SAFETY TRAINING

35

4-H LEADERS
TRAINED IN ASI
SAFETY EDUCATION



YOUTH
SAFETY
PARTNERSHIPS



T.R.A.I.L.S.

\$1,900,000

Since 2006, Polaris has donated more than \$1.9 MILLION to snow and off-road vehicle associations.



POLARIS T.R.A.I.L.S. PROGRAM

Since Polaris launched the T.R.A.I.L.S. Grant Program in 2006, we have donated more than \$1.9 million to snow and off-road vehicle associations to ensure the future of safe, legal and accessible riding.

2016 T.R.A.I.L.S. GRANT RECIPIENTS

Alvwood / Squaw Lake ATV Club	Hemond's MX Park	Parvin State Park Appreciation Committee, Inc.
Birchwood Bobcat Riders	Indian Creek Valley ATV Club, Inc.	Quad Runners ATV Club
Carlton County Land Department	Itasca County Land Department	SORBA Huntsville
Chalk Creek Riders Club	Maryland Off-Highway Vehicle Alliance, Inc.	State of Washington
Coastal Off-Road Riders Assn	Motorcycle Riders Association (MRA)	The Snow Shoe Rails to Trails Assn
Friends of Uwharrie	New Mexico Off-Highway Vehicle Alliance	Woodtick Wheelers ATV/OHM Club

Polaris and the Polaris Foundation support organizations that promote the responsible use of trails and respect for the environment.



NATIONAL OFF-HIGHWAY VEHICLE CONSERVATION COUNCIL FOUNDATION

In 2016, Polaris partnered with NOHVCC and the Texas Motorized Trails Coalition (TMTC) for the Escondido

Draw Recreation Area (EDRA) OHV Trail System. The state of Texas is 97% private land. In order to have places to ride, the Texas Motorized Trail Coalition (TMTC) began purchasing property for OHV parks. The end goal for this project is safe trails through a trail signage and rehabilitation project initiative which will overhaul the OHV trails, install signage, and create a new map of the EDRA.

EMPLOYEE PROGRAMS



"The best way to ensure that Polaris performs at 100% is to

EMPOWER EACH AND EVERY EMPLOYEE IN THEIR PROFESSION EVERY DAY.

There is a wealth of information showing diversity helps organizations perform better in terms of innovation, creativity, revenue and profit. **Women Leaders in Powersports** have recognized this opportunity and are emerging as leaders in our effort to make Polaris a stronger and more vibrant workplace."

- Stacy Bogart, Senior Vice President,
Legal and General Counsel

At Polaris, we measure success in many ways including the passion and time that employees donate to the communities where we live and work.

WOMEN LEADERS IN POWERSPORTS (WLP)

The **Women Leaders in PowerSports** is a social and professional networking group that leverages the value of women's perspectives and provides career development opportunities. Their mission is to diversify the Polaris customer base by influencing the development and evaluation of Polaris' products.

This affinity group has organized and participated in multiple outreach events including partnering with the Society of Women Engineers (SWE) and the Girl Scouts of America events. Local troops were taught by women engineers about science, engineering, and manufacturing through hands on activities. WLP also hosts an annual science, technology, engineering and mathematic (STEM) based day camp for girls.

WLP members from multiple facilities participate in an annual snowmobile ride, raising money for the Pink Ribbon Riders, which helps provide financial aid to those diagnosed with breast cancer.





TEAM POLARIS

TEAM Polaris was created to encourage and promote our employees in their philanthropic efforts. Polaris will match, up to \$1,000, any race, run or event that has 6 or more Polaris employees. The recipient organization must have a tax-exempt, nonprofit 501c3 status.



"TEAM Polaris" has been an energizer for our local range and gun club. Participation in shooting sports activities has nearly doubled every year since we started participating in TEAM Polaris. TEAM Polaris also serves to pull the community and Polaris employees together to share common interests. Our next TEAM Polaris event will include local law enforcement officers to expand our community

interaction. These are great people and it will be a positive interaction to have kids and adults meet and participate in a shared interest environment."

~ Scott Kokal, Senior Quality Engineer

DOLLARS FOR DOERS

The Polaris Foundation has created the **Dollar for Doers Program** to encourage and promote our employees in their philanthropic efforts. The Polaris Foundation will grant \$100 to an eligible organization for every 10 hours volunteered by a Polaris employee (up to \$500 annually). The recipient organization must have tax-exempt, nonprofit 501(c)3 status.

*"The Dollars for Doers program provides our employees with an opportunity to offer even more support to the charities they are most passionate about. Being a good corporate citizen is a vital part of Polaris' commitment to 'Winning the Right Way.' **Dollars for Doers** aligns perfectly with that goal."*

~ Scott Wine, Chief Executive Officer

*"**Dollars for Doers** is a phenomenal program that relieves some of the stress that our Boy Scout Troop has when funding our program year. Its impact is clear to all of our member families. Our volunteers are able to focus more energy on the events and the experience that each boy and his family have as they grow into amazing young men. I'm proud to work for a company that is so willing to give back to organizations that their employees believe in enough to dedicate portions of their lives to. Thank you!"*

~ Ben Johnson, Boy Scout Troop 91 Scoutmaster
Polaris Senior Design Engineer





POLARIS®
FOUNDATION

Communities - Safety - Environment

2100 HIGHWAY 55 MEDINA, MN 55340 763.542.0500