

## POLARIS® CO-BRANDED GEAR, BURANDT™ COLLECTION ACCESSORIES AND KEITH CURTIS COLLECTION APPAREL DELIVER HIGH-PERFORMANCE STYLE, COMFORT & PROTECTION

Polaris® has high-performance snowmobilers covered with the finest lifestyle apparel and technical outerwear available. Riders and racers will enjoy the greatest comfort and best protection from Polaris® co-branded riding gear from FXR®, FLY Racing® and 509® Goggles, and there's an expanded selection of premium accessories in the Chris Burandt™ Accessory Collection developed for Polaris® by the backcountry dominator.



On the snow and around town, Polaris® riders will enjoy the comfort and performance of the expanded Polaris® Lifestyle Apparel line and the sportswear and riding gear in the Keith Curtis Collection developed by the sport's dominant hillclimber.



### CO-BRANDED RIDING & RACING GEAR

The hard-core riders and racers who develop Polaris® snowmobile apparel teamed up with the sport's leading suppliers to create a co-branded collection of the best riding gear available.

- **FXR® for Polaris®** riding and racing gear includes stylish, high-performance FXR® for Polaris® jerseys, soft shells, pants, jackets, boots and gloves. The legendary FXR® race-cut fit provides riders with maximum maneuverability to accommodate aggressive riding and to minimize fatigue. Full-body venting – which is adjustable in selected jackets – keeps riders comfortable during long days of aggressive riding, and the premium FXR® construction includes durable waterproof/breathable materials. FXR® for Polaris® pit shirts, jackets and other lifestyle apparel delivers comfort and allows you to show your Polaris® pride at the track and around town.

- The **FLY F2® Carbon Snow Helmet** is the choice of the sport's most successful racers, and it's available to recreational riders in bold colors with high-performance graphics. This helmet provides exactly what racers and demanding riders need: Premium protection, outstanding comfort, and extremely light weight. Inside the protective, impact-resistant carbon fiber/Kevlar® shell is a comfortable lining that can be removed for washing. Racers wear the helmet in the bright Race Orange required by race sanctioning groups, and recreational riders can choose Race Orange with graphics, Platinum Ice with graphics or the Blue-Orange Keith Curtis Special Edition.

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## POLARIS® RACING GEAR CONTINUED »

• **Polaris® 509® Snowmobile Goggles** deliver the optimal combination of full visibility, outstanding eye protection, tremendous comfort, and great style. The Polaris® 509® Aviator Goggles are rimless, providing unencumbered visibility, while the Polaris® 509® Sinister Goggles feature a stylish, durable frame. Both styles provide riders with a comfortable fit, the ultimate in fog-free performance, and have a removable nose mask. The UV-blocking dual-pane lenses are made of shatterproof material and have anti-fog and anti-scratch coatings. The Sinister goggles are also available in a Chris Burandt™ Special Edition and a Keith Curtis Special Edition.

## THE CHRIS BURANDT™ BACKCOUNTRY COLLECTION

It would be hard to find a rider who logs as many hours riding in the backcountry as Chris Burandt™. He goes steep and extremely deep as he films extreme riding videos, leads riders on his Chris Burandt™ Backcountry Tours in Colorado, and explores the limits to which a rider can venture.

During his riding he has developed the Burandt™ Collection, which features Polaris® 509® Snowmobile Goggles (see above) and several accessories designed to deliver the extreme performance needed for backcountry riding.



The selection of popular Burandt™ and Polaris® Co-Designed HD Powder Trac™ Running Boards has been expanded for 2014 with the addition of white boards. Not only do these running boards enhance style, they also provide a rider with strong, lightweight traction, and they evacuate snow instantly to ensure sled weight is kept to a minimum.

Colorful Burandt™ Signature Wraps by ArcticFX and Polaris® feature dynamic graphics that give a sled a high-stylin' custom look. A Burandt™ Fracture Wrap and Burandt™ Ignition Wrap have been introduced for 2014.



Burandt™ Fracture Wrap



Burandt™ Ignition Wrap

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## POLARIS® RACING GEAR CONTINUED »

For convenient storage of essential gear every backcountry rider should carry, riders can use the Burandt™ and Polaris® Co-Designed Lock & Ride® Flyer Bag that installs in seconds at the rear of the tunnel, or the Burandt™ and Polaris® Co-Designed Lock & Ride® Tunnel Bag by OGIO®, which can also be installed and removed in seconds without tools.

The Burandt™ and Polaris® Co-Designed Signature Windshield delivers style and protection and features the Burandt™ backcountry logo as well as his signature, and the Burandt™ Hand Saw is a must for backcountry riders.



## POLARIS® LIFESTYLE APPAREL & THE KEITH CURTIS COLLECTION

Polaris® has five outstanding collections of lifestyle apparel, such as the Race Collection and Keith Curtis Collection that include stylish, high-performance outerwear and lifestyle apparel for Polaris® riders.

These two collections, as well as the other three collections (Americana, Black Ice, and RMK®/Assault), are comprised of apparel that features premium construction such as: moisture-wicking fabrics, anti-microbial treatments, custom neck tape, custom branded zipper pulls, contrast stitching, and distinctive Polaris® branding.

Introduced last winter, the Keith Curtis Collection reflects the high-performance style of Keith Curtis, the sport's top world champion hillclimber.

His stylish collection includes riding gear such as the FXR® for Polaris® KC711 Zone Mountain Jacket and Pants, the KC711 FLY F2® Carbon Snow Helmet, and KC711 Polaris® 509® Snowmobile Goggles. All of these provide aggressive riders with high-performance comfort, protection and style.



FXR® for Polaris® KC711 Jersey



KC711 FLY F2® Carbon Snow Helmet

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POLARIS SNOWMOBILE RACING PRESS KIT

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## POLARIS® RACING GEAR CONTINUED »

The KC711 FXR® for Polaris® Jersey can be worn on and off the snow, as can the Exhibition Hoodie and Cap, the Togwotee Tee and Cap, and the versatile, ultra-comfortable Shadow Stripe Zip.



KC711 Exhibition Cap



KC711 Exhibition Hoodie



KC711 Togwotee Tee



KC711 Shadow Stripe Zip Up

The Polaris® Race Collection features gear just like what Polaris® racers and their crews wear on the track and in the pits. This FXR® for Polaris® gear features Polaris® branding and racing sponsor logos.

- The **Race Crew Jacket** is a versatile jacket with a removable liner that delivers comfort and warmth a rider or race fan can enjoy all winter.
- The **Race Team Replica Jacket** is a lightly insulated jacket that's ideal for aggressive, performance-minded riders.
- The **Race Team Sideline Jacket** is a long, lightly insulated jacket that racers use as a cover up between races. It blocks wind and snow and features a high collar for coverage and comfort.
- The **Race Crew Bib** delivers waterproof/breathable protection to keep a rider or racer comfortable in a wide range of trackside weather conditions.

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## POLARIS® RACING GEAR CONTINUED »

Complement this Polaris® Race Collection gear with lifestyle apparel such as the Eagle River Garage Shirt, the Core Performance Long-Sleeved Tee with Polaris® Racing graphics, the FXR® Race Team Jersey, the FXR® Race Team Pit Shirt, and ballcaps with Polaris® Racing branding.



Hang Time Hoodie



Women's Hill Climb Hoodie



Core Performance Long Sleeve Race Tee

## Polaris Partners' Trademark Registrations:

<b>509®</b>	509® is a registered trademark of 509, Inc. a/k/a 509 Films
<b>FXR®</b>	FXR® is a registered trademark of Factory Racewear
<b>FLY F2®</b>	FLY F2® is a registered trademark of Western Power Sports, Inc.
<b>FLY Racing®</b>	FLY Racing® is a registered trademark of Western Power Sports, Inc.
<b>Kevlar®</b>	Kevlar® is a registered trademark of E.I. du Pont de Nemours & Company

## ABOUT POLARIS

Polaris® is a recognized leader in the powersports industry with annual 2012 sales of \$3.2 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles, including all-terrain vehicles (ATVs) and the Polaris *RANGER®* and *RZR®* side-by-side vehicles, snowmobiles, motorcycles and small 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 vehicle industry with Global Electric Motorcars (GEM), Goupil

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POLARIS® RACING GEAR CONTINUED »

Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris and KLIM branded apparel and Polaris accessories and parts.

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.

Information about the complete line of Polaris products, apparel and vehicle accessories are available from authorized Polaris dealers or anytime at [www.polaris.com](http://www.polaris.com).