



**POLARIS®**

# News Release

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## **Polaris Snowmobilers Win Five X Games Medals, Including Gold Medals for Colten Moore and Levi LaVallee**

*Moore Wins Emotional Snowmobile Freestyle Gold to Honor His Late Brother Caleb*

**MEDINA, Minn.** (Jan. 28, 2014) – Polaris Terrain Domination® was on full display at the 2014 Winter X Games, where Colten Moore delivered an emotional performance to earn a gold medal in snowmobile freestyle, Levi LaVallee won gold in snowmobile long jump, and Kody Kamm and Justin Broberg both medaled in snocross racing. The 2014 X Games took place Jan. 23-26 in Aspen, Colo.

### **Colten Moore Honors Brother in Snowmobile Freestyle**

Colten Moore, a 24-year-old ATV freestyle star who began competing on Polaris snowmobiles at the 2010 X Games, won the 2014 gold medal in snowmobile freestyle while competing in honor of his late brother Caleb. Caleb, who was also an ATV and snowmobile freestyle star, died as the result of injuries suffered while competing in the 2013 X Games.

"This is the greatest moment ever, to be able to come back here and ride for my brother," Colten Moore said immediately after winning the freestyle gold. "Not just for him, but with him, because I know he was out here with me all night."

Competing to honor his brother's memory, Colten delivered a clean, high-flying, crowd-pleasing performance on Thursday, Jan. 23, to win the second winter X Games gold of his career. At the 2012 games, he earned gold in snowmobile freestyle and silver in snowmobile best trick.

### **Levi LaVallee Earns Tenth Career X Games Medal**

Levi LaVallee, who holds the world record for snowmobile distance jumping, won the X Games gold in snowmobile long jump with a leap of 147 ft., 5 in., which was nearly 5 ft. farther than the silver medalist's best jump.

It was the 10th career X Games medal for LaVallee, and his seventh gold medal.

Freestyle gold medalist Colten Moore won his second medal of the 2014 X Games with a third-place, bronze medal-winning jump of 132 ft., 11 in., while Polaris backcountry riding expert Chris Burandt finished fourth.

LaVallee finished atop the charts in the second round with a leap of 123 ft., 10 in., and won round three with a leap of 133 ft., 3 in. In the semi-finals, he secured a top-two finish with a leap of 139 ft., 6 in., to advance to the two-man final showdown, where he won the gold with a leap of 147 ft., 5 in.

The distance was outstanding for a jump executed on snow. On dry land, with a longer run-up distance and purpose-built ramp, LaVallee in 2011 set the world record for snowmobile distance jumping with a leap of 412 ft. in San Diego, Calif.



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## **Kody Kamm, Justin Broberg Finish 2-3 in Snocross**

Three Polaris racers finished in the top five in X Games snocross, with Kody Kamm (Hentges Racing) earning a silver medal by finishing second, and Justin Broberg (Hentges Racing) taking bronze in third. Kyle Pallin (Team LaVallee) finished fifth and Iain Hayden (Rockstar Energy Polaris) took 12th.

In the first qualifying heat, Broberg finished second, Pallin was third, and Hayden was sixth, which put all three racers in the final. Kamm won the second heat and was seeded second overall for the final.

All of these Polaris snocross racers will resume ISOC national championship points racing Jan. 31-Feb. 1 in Deadwood, S.D.

In adaptive snocross at the X Games, Polaris racers Jim Wazny finished fourth and Paul Thacker finished seventh.

## **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*<sup>®</sup> and *RZR*<sup>®</sup> 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 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).

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