



Polaris Industries Inc.
2100 Highway 55
Medina, Minnesota 55340



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To: OHV & Snowmobile Clubs

From: Ron Potter, Ride Command Project Manager

Polaris Announces A New Opportunity For OHV & Snowmobile Clubs And Associations

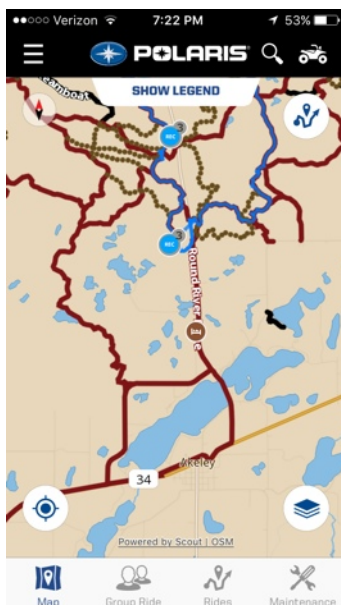
Please Show This Letter To Your Club Board At Your Next Meeting

Across the country, off-highway vehicle (OHV) and snowmobile clubs are looking for new ways to manage and promote their trail systems, boost membership, and raise much-needed funds for trail maintenance, bridges, signs, and many other projects.

At Polaris, our Ride Command team -- passionate riders and long-time club members -- is proud to announce a new tool you can add to your trail management and fund-raising toolbox.

Ride Command Puts You In Command.

Almost a half million OHV and snowmobile riders have downloaded the Ride Command mobile app to their smart phones and tablets. They are using it to see their GPS location while riding, track their rides, know where everyone in their group is on the trail, locate food, fuel and lodging... and more. They are also using the Ride Command website to find new riding areas, and check weather and snow depth.



This new YouTube video produced by Polaris will show how excited we are about Ride Command and what it offers riders: <https://www.youtube.com/watch?v=mqKj5MhbFN8&feature=youtu.be>.

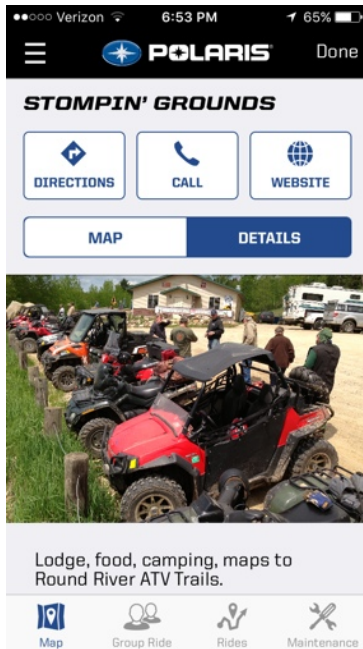
Join The Ride! Become A Ride Command Club.

Snowmobile and OHV clubs – both social clubs and trail clubs – can now use Ride Command to raise funds by selling Premium Points of Interest (POIs) to their club sponsors, and placing them on the Ride Command website and mobile app. This free service from Polaris helps you generate new club revenue, on top of what you may already be making each year selling ads on a printed map. 100% of the proceeds go to your club. Polaris does not receive any funds from this program.

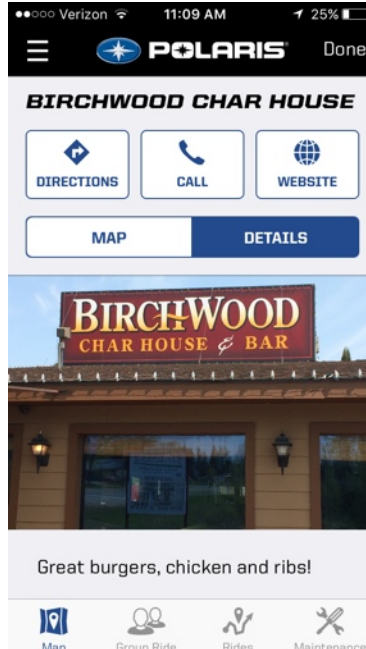
Selling Premium POIs – basically “digital ads”-- on Ride Command is a new advertising tool that reaches riders while they are planning rides, and while they are out on the trail looking for places to get food, fuel and lodging.

If your club prints a trail map, also selling Premium POIs to sponsors on an annual basis can boost your advertising revenue, and your sponsors' visibility and sales. It's a win-win! Riders get all the information they need about your sponsors, including a photo of their business, its location, directions and hours, plus the ability to call them from the trail on their smart phones. Your sponsor reaches their targeted customers 24-7-365.

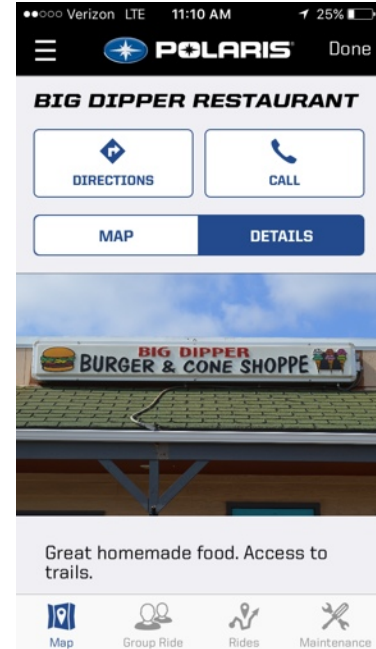
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Your Club Sets The Price To Ensure Success.

Whether you're a social club or trail club, you can set the price for adding a sponsor's Premium POI on Ride Command. Clubs vary widely in what they charge for ads on their printed trail maps. The suggested price for a Premium POI is \$100 for one year on the Ride Command website and mobile app, paid to your club. Remember: many riders will be viewing the sponsor ads while planning rides and while out on the trail. During a pilot program of this feature, an ATV Club sold Premium POIs for \$100 each, to 10 of its sponsors. The businesses understood the value of riders seeing their stores highlighted on their computers and digital devices. The club placed them on Ride Command, and received \$1,000 for its efforts.

The Premium Points also promote your club! Each POI states that the business highlighted supports your club, with a direct link to your club website, building awareness and club membership.

Ride Command Clubs Can Also Manage Trails For Real-Time Accuracy.

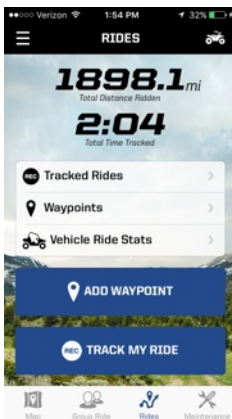
OHV and snowmobile clubs that maintain trails through agreements with a county, state or federal agency, can use the "Trail Manager" feature on Ride Command. Many clubs are already using this trail-management feature. A club representative can go on the Ride Command website, claim your club's designated trails, then add, remove or reroute trails. This provides

riders with real-time accuracy for your club's trail system. In the future, they will also be able to add Points of Interest (trailheads, parking, scenic spots) to their trails on the Ride Command website and mobile app.

If a member of your club is already registered as a Ride Command Trail Manager, they now have these abilities. If not, a club's board member or trail coordinator would be the ideal person to represent your club.

Here's How To Get Started.

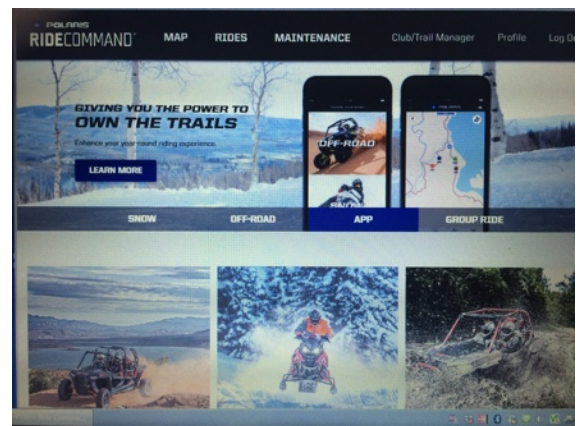
First - Start by having your club's board and members watch this Ride Command YouTube Video: <https://www.youtube.com/watch?v=mqKj5MhbFN8&feature=youtu.be>. Encourage them to download Ride Command from the app stores on their mobile devices.



Second -- Go to the Ride Command website: <https://ridecommand.polaris.com> and create an account, or log in if you registered earlier with Ride Command (formerly called RiderX).

Once at the home page, tap on the tab in the upper right titled "Club/Trail Manager." This lets you add your OHV or snowmobile club to Ride Command. You, or someone in your club you appoint, can register to be the main contact person with Ride Command. The Ride Command team will review the information, and

in just a few days you will be fully registered as a club. Then, when you log in and tap on "Club/Trail Manager", you'll see one or both of these additional tabs: 1) "Manage Club Trails" - to claim your designated trails and start managing them, and 2) "Manage Club Sponsors" - to start placing ads that you have sold to sponsors. The website will walk you through the process, with additional information to answer all your questions.



We Are Here To Help.

We look forward to working with your OHV and snowmobile club or association, to help you make the most of Ride Command. Be sure to check out all the Ride Command features on the website, and download the free mobile app at your app store. If you have any questions or need additional information, contact the Ride Command help line by sending an email to: ridecommand-support@polaris.com. Or contact me directly at ron.potter@polaris.com.

Welcome to Ride Command!

Ron Potter, Project Manager, Polaris Ride Command