



**POLARIS**  
Think Outside

**2023**  
**Geared For Good Report**





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Born in northern Minnesota, Polaris was built from the spirit of THINK OUTSIDE and a focus on winning the right way. Today we are still driven by this same DNA that all things can be possible Outside.

Be it on land or water, on road or off, Outside is an adventure. It's where we help you work and play, find connections with each other, and yourself, and make memories that last a lifetime.

Outside is our Home. It's why we exist. And taking care of it together — us and you — is one of the greatest ways to THINK OUTSIDE.

**POLARIS**  
Think Outside



# INTRODUCTION



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## IN THIS SECTION:

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- Polaris Recognition 2023
- Our Brands
- Geared For Good Approach
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# Letter From Our CEO and Board Chair

At Polaris, being Geared For Good reflects our belief in operating our business in the right way. It is about delivering for all our stakeholders, from our riders and employees to our shareholders and the communities where we operate. We are proud of the progress made in our four Geared For Good pillars — THINK PRODUCT, THINK PLACES, THINK PRODUCTION and THINK PEOPLE — and the team's contributions to helping even more people THINK OUTSIDE.

Reflecting Polaris’ commitment to innovation and raising the bar for our riders, Polaris has an internal mantra “Understand the Riding Experience. Live the Riding Experience. Work to Make it Better.” In 2023, the team once again brought that to life with new products like Polaris XPEDITION, RANGER XD 1500, Lock & Ride Max, Indian Sport Chief, Bennington's redesigned SV and S series, as well as the all-electric RANGER XP Kinetic. From that groundbreaking innovation to our continual efforts to enhance product safety and quality, we believe in providing our riders with the best innovation in the market.

Our THINK OUTSIDE mindset extends beyond our products. In 2023, we donated nearly \$225,000 through our 2023 TRAILS Grants to organizations across the U.S. and Canada. Through our partnership with the National Forest Foundation and the Polaris Fund for Outdoor Recreation grants, we also supported projects in the Coconino, Grand Mesa, Uncompahgre, Gunnison and Green Mountain National Forests to help promote responsible riding and advance environmental stewardship efforts. In addition to these formal partnerships, Polaris teams across our locations, from Vietnam and Mexico to Poland and the U.S., volunteered their time to clean roadsides, local trails and waterways.

The success of Polaris is a result of our dedicated team members, and we continue to invest in their wellbeing. We achieved a key milestone towards being an incident-free workplace with the lowest Total Recordable Incident Rate on record in company history for 2023. In its inaugural year, our Employee Assistance Fund provided nearly \$120,000 in financial support to employees who were managing unexpected events in their personal lives. And, for the second year in a row, we are proud to say that Polaris was named as one of the 2024 World’s Most Ethical Companies by Ethisphere, reflecting the strong culture and commitment to integrity that is fostered across the team.

2023 was our first year of working towards our 2035 sustainability goals. We installed solar systems at several of our facilities that will increase our use of renewable energy and moved forward with partnerships and agreements that will help us reduce carbon emissions and improve the efficiency of the vehicles that transport our materials and finished products. We built key processes to help us track our early progress and are confident in our plans ahead.

Now in our fourth year of SASB framework reporting, sharing updates and our progress with our stakeholders remains important to us. As we look forward, we continue to push ourselves to do more with a focus on our mission of powering passion and pioneering new possibilities for all who use our products to play, work and THINK OUTSIDE.

Mike Speetzen  
Chief Executive Officer (CEO)

John Wiehoff  
Polaris Chairman of the Board



Mike Speetzen  
Chief Executive Officer (CEO)



John Wiehoff  
Polaris Chairman of the Board

## Polaris At a Glance

Established

1954

Founded in Roseau, Minnesota where we still maintain one of our largest U.S. operations to date.

NYSE Symbol

PII

Headquarters

Medina

Minnesota, USA

Employees

+18,000

Globally

Global Network

+4,000

Dealers

+90

Countries outside of North America

2023 AT A GLANCE | REPORTED RESULTS

Sales

\$8,934 MILLION

Sales by Segment

78% Off Road

13% On Road

9% Marine

+4% v PY

Sales by Geography

80% United States

14% International

6% Canada

Gross Profit Margin

21.9%

-88bps v PY

EPS\*

\$8.71

-13% v PY

2023 AT A GLANCE | ADJUSTED\* RESULTS

EBITDA Margin

11.4%

-110bps v PY

EPS\*

\$9.16

-12% v PY

\*See the GAAP/Non-GAAP Reconciliation within this Annual Report and on our website. EPS is from continuing operations.



# Polaris Recognition 2023

Being recognized is simply a showcase of the great work Team Polaris does in the spirit of being Geared For Good. Listed below are a few of the recognitions we received in 2023; to see location-specific awards, visit [Polaris.com](https://www.polaris.com)



## Our Brands

Polaris is the global leader in powersports, powering passion and pioneering new possibilities for all those who play, work and THINK OUTSIDE. Learn about our diverse portfolio of best-in-class brands on [Polaris.com](https://www.polaris.com).

# Geared For Good Approach

Our Geared For Good strategy pushes us to be good stewards for the industry, our employees, riders, communities and the outdoors, with a framework intended to drive clarity both internally and externally about our focus areas and efforts.

## GEARED FOR GOOD FRAMEWORK

In support of our mission and vision, the Geared For Good Framework factors in topics found through our corporate responsibility materiality assessment and ESG standards, as part of our corporate strategy.



### THINK PRODUCT

Designing products and technologies with focus on customer satisfaction, safety, and environmental impact



### THINK PRODUCTION

Operating facilities with consideration for people and the environment



### THINK PLACES

Positively impacting land and water through stewardship and responsible riding



### THINK PEOPLE

Putting employees, customers, dealers and the communities where we live and work at the center of what we do

### OUR VISION

Global Leader in Powersports

### OUR MISSION

Powering passion and pioneering new possibilities for all those who play, work and THINK OUTSIDE



# Corporate Responsibility Governance

Through good governance, we build confidence that Polaris is winning the right way and making strategic decisions that facilitate long-term growth while upholding our commitment to corporate responsibility and sustainability. Our [2024 Proxy Statement](#) provides information on Board Governance and compensation practices. Details about our [Code of Conduct](#), Board structure and governing policies are published in the [Governance Section](#) of our Investor Relations website. [View our Corporate Governance Guidelines](#).

## POLARIS CORPORATE RESPONSIBILITY GOVERNANCE

### CORPORATE RESPONSIBILITY COMMITTEE (CRC)

- CEO
- CFO & EVP Finance & Corporate Development
- EVP, Global Operations & Chief Technology Officer\*
- SVP, General Counsel & Secretary (CRC Chair)
- SVP & Chief Human Resources Officer
- SVP & Chief Digital & Information Technology Officer
- Chief Customer Growth Officer
- Chief Product Excellence, Quality & Safety Officer
- President, Off Road
- VP, Corporate Branding & Partnerships (Secretary)
- VP, Legal & Assistant Secretary & Total Rewards
- VP, Legal & Global Head of Ethics & Compliance
- VP, EHSS & Facilities
- VP, Investor Relations
- VP, International - EMEA
- VP, Polaris Slingshot
- VP, Strategic Communications

CRC Chair reports to the Corporate Nominating and Governance Committee of the Board

\* This role was a portion of the CRC until January 16, 2024. On this date, this membership was replaced by two new members: Chief Technology Officer and VP, Off Road Engineering and VP, Quality and Operational Excellence.

## BOARD STRUCTURE AND COMPOSITION

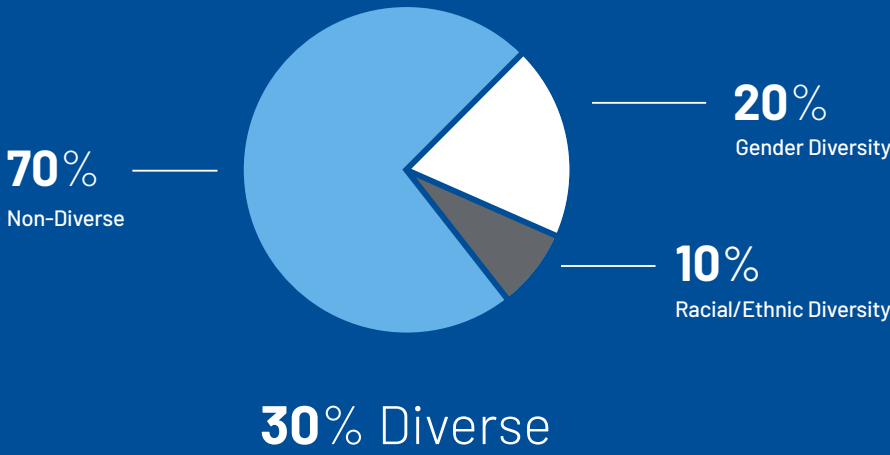
All members of our Board, other than our CEO, are independent directors. Currently, the roles of CEO and Chairman of the Board are separated, with an independent director serving as our Chair. Our Board has adopted [Corporate Governance Guidelines](#) covering topics including director selection and qualification, director responsibilities and operation of the Board, director access to management and independent advisors, succession planning, and the annual evaluations of the Board.

With a diverse mix of experience, background and skill sets that complement the company’s long-term strategy, the Board believes it is well positioned to represent the interests of the company’s shareholders. Each year we assess the composition of the Committees of the Board and provide director education. Board refreshment and effectiveness is driven by a regular Board and Committee self-evaluation process. We also recognize the value and strategic importance of Board diversity; our current Board of Directors is 30% diverse.

## RISK OVERSIGHT AND BOARD COMMITTEES

Our full Board has responsibility for overseeing the company’s overall approach to risk management and is actively engaged in addressing the most significant risks facing the company. While the Board and its Committees oversee key risk areas, the company’s management is responsible for day-to-day risk management identification and mitigation, as well as bringing to the Board emerging risks and highlighting the top enterprise risks. We have four standing Board Committees: Audit, Compensation, Corporate Governance and Nominating, and Technology and Innovation. Only independent directors serve as committee members or committee chairs. Additional information about each committee, along with our committee charters, can be found in the [Governance Section – Board of Directors](#) of our Investor Relations website or in our [2024 Proxy Statement](#).

## POLARIS BOARD OF DIRECTORS DIVERSITY



## ENTERPRISE RISK MANAGEMENT PROCESS

Management identifies enterprise risks by engaging in an Enterprise Risk Management (ERM) process consisting of periodic risk assessments performed by finance in partnership with the business units and other functional experts. Internal audit presents the ERM conclusions to the Audit Committee. As appropriate, key risks are then discussed by the Board. The company maintains regular internal risk management meetings, assigns operating risk owners with accountability for specific risk management activities, promulgates its [Code of Business Conduct and Ethics](#) (which is approved by the Board), and maintains strong legal and finance departments and an ethics and compliance office, and conducts a comprehensive internal and external audit process.

## CORPORATE RESPONSIBILITY COMMITTEE

The Polaris Corporate Responsibility Committee (CRC) oversees and executes the company’s [Geared For Good](#) strategy. Through the CRC, we work to incorporate the elements of our Geared For Good vision — being good stewards for the industry, our riders, our communities and the outdoors — across each Polaris function and global business unit. Our CRC includes senior executives from across the company and provides leadership of the company’s sustainability initiatives together with the Corporate Governance and Nominating Committee of the Board, which regularly covers ESG topics and shares updates with the full Board. The VP, Environment Health Safety & Security and Facilities is the company’s environmental, health and safety lead, reporting to the EVP, Global Operations & Chief Technology officer, who reports to the CEO, all of whom are members of the CRC. [View our Corporate Responsibility Committee Charter](#). Additional details about leadership and policies related to specific corporate responsibility issues are included in the relevant sections of this report.



# Materiality

To remain focused on the ESG topics material to our organization within the rapidly changing business and social landscape, we perform reviews every two to three years, consistent with best practice guidance. Our most recent assessment, conducted with [Business for Social Responsibility \(BSR\)](#) in 2022, elevated five material topics. These topics, shown in the graphic below, fall within the overarching priorities of customer focus and business ethics. These material topics influence our strategy and inform our four Geared For Good pillars. The issue icons are used throughout this report to show how material topics are being addressed.



We partnered with BSR – a global leader in sustainable business consulting focused on helping companies develop sustainable strategies and translate them into action – to conduct our second formal materiality assessment in 2022.



THINK  
PRODUCT



THINK  
PRODUCTION



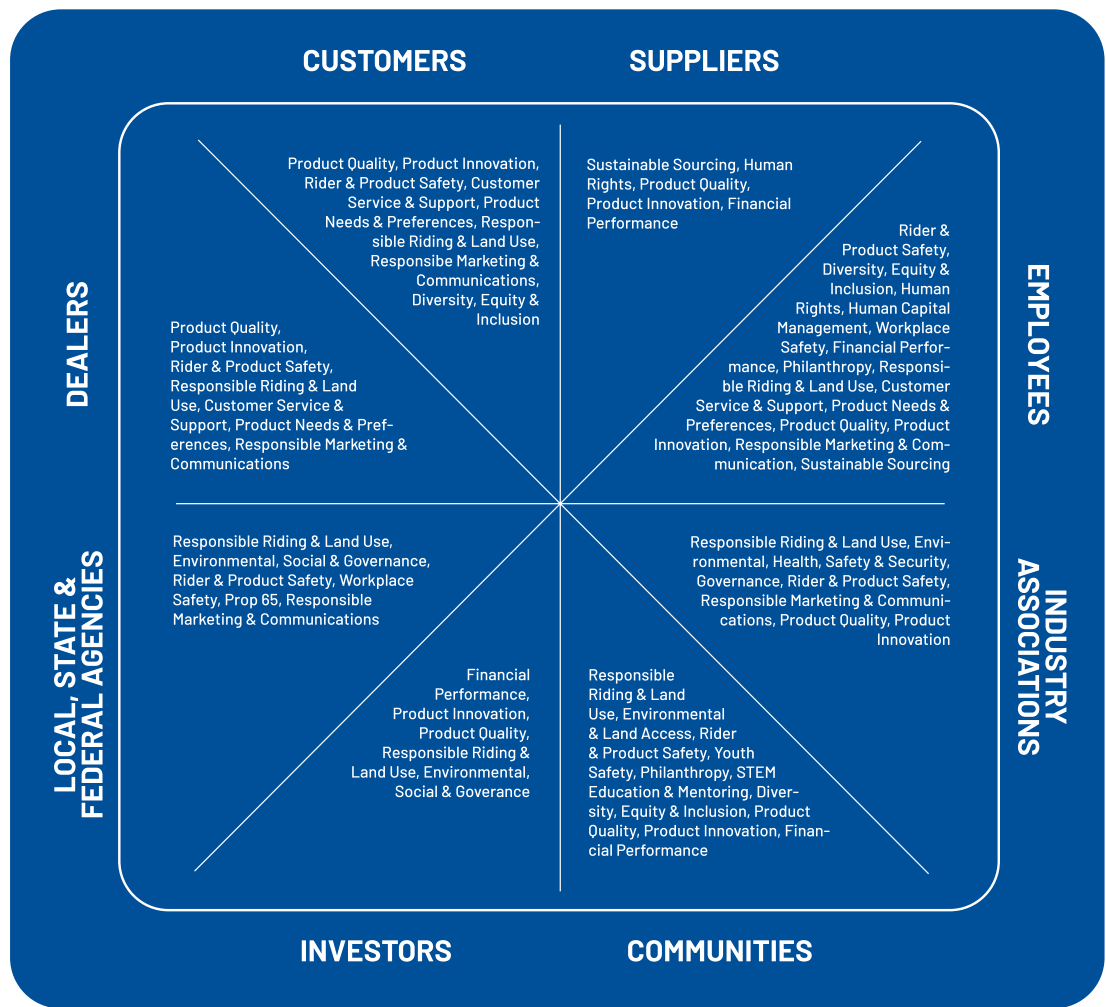
THINK  
PLACES



THINK  
PEOPLE

## STAKEHOLDER ENGAGEMENT

We regularly engage with a variety of stakeholders to drive continuous improvement in line with our Geared For Good strategy. Whether through speaking with dealers through our dealer council, regular communication with our suppliers or engaging with consumers at events, those voices give insights into topics of importance.



# Report Scope

This report describes our commitments, goals, programs and performance across a broad range of issues. The commitments and goals presented in this report are aspirational and not guarantees or promises that such commitments or goals will be achieved. The report is structured to align with our Geared For Good Framework. Abbreviated terms are spelled out on first reference and also listed in the Glossary portion of the report.

The report covers the company's global operations in fiscal year 2023, ending December 31, 2023. Unless otherwise noted, data in this report is not externally verified and may occasionally be restated due to improvements or other changes in data collection methodology. Actual results may vary significantly from expectations expressed or implied in the report; undue reliance should not be placed on forward-looking statements. The company does not undertake any duty to any person to provide updates to its forward-looking statements except as otherwise may be required by law.

This report references the Sustainability Accounting Standards Board (SASB) Automobile Industry framework, as well as expanded information from the Industrial Machinery and Goods framework. In addition to aligning with those frameworks, we are preparing to address with forthcoming reporting requirements specified in a variety of regulations that have been enacted, or are under consideration, in the locations where we operate. We welcome engagement on these topics and can be reached at [GearedForGood@polaris.com](mailto:GearedForGood@polaris.com).



# GOALS AND ASPIRATIONS

At Polaris, we are continually tuning to be good stewards for our industry, employees, riders, communities and the outdoors. As the global leader in powersports, we set a high bar and continue to raise it, holding ourselves accountable through measurable, time-specific goals and by tracking

our progress toward the aspirations stated here and described in more detail throughout this report. We are committed to working toward the following goals and aspirations and communicating transparently about our progress as we learn and adapt along the way.

## THINK PRODUCT



Designing products and technologies with focus on customer satisfaction, safety and environmental impact

## THINK PRODUCTION



Operating facilities with consideration for people and the environment

## THINK PLACES



Positively impacting land and water through stewardship and responsible riding

## THINK PEOPLE



Putting employees, customers, dealers and the communities where we live and work at the center of what we do

## 2035 GOALS



**ACHIEVE 90%  
RECYCLABLE CONTENT  
IN ORV VEHICLES**

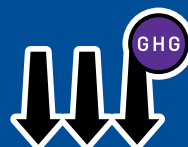


**REDUCTION OF  
SUBSTANCES OF VERY HIGH  
CONCERN IN BILL OF MATERIALS**



**75% RENEWABLE  
ELECTRICITY  
GLOBALLY**

**50% REDUCTION  
IN ABSOLUTE  
GHG  
SCOPE 1 & 2**



**90% WASTE  
DIVERTED  
FROM LANDFILL**

**PARTICIPATE IN  
EPA'S SMARTWAY  
TRANSPORTATION  
PARTNERSHIP**



**100% OF  
MANUFACTURING FACILITIES  
WILL IMPLEMENT A WATER  
STEWARDSHIP PROGRAM**

## ASPIRATIONS

### POSITIVE IMPACT

We seek to have a positive impact on the outdoor places where people use our products to enjoy nature and embrace new experiences.

### PROTECT WHERE WE RIDE

We are committed to promoting responsible riding practices and advancing stewardship initiatives that help protect and care for our natural resources.

### EMPLOYEE WELLBEING

Investing in our team and helping them to reach their full potential is core to Polaris, and we strive to offer comprehensive wellbeing programs that reflect the broad needs of our employees while furthering initiatives for employee engagement and development.

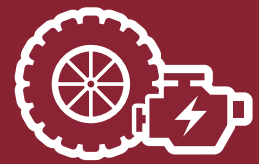
### EMPLOYEE SAFETY

We aspire to be an incident-free workplace and aim to protect the health and safety of our employees and contractors through ongoing efforts that eliminate hazards, educate employees and implement preventative measures.

### DIVERSITY AND INCLUSION

We believe that building a diverse, inclusive and welcoming workforce enhances innovation and enables diversity of thought. We are committed to increasing representation of diverse populations within Polaris and supporting organizations focused on fostering diversity and inclusion in the communities where we live and work.





# THINK PRODUCT

Designing products and technologies with focus on customer satisfaction, safety and environmental impact

## IN THIS SECTION:

- Product Safety and Quality
- Product Sustainability
- Rider-Driven Innovation
- Customer Support

## MATERIAL TOPICS:



PRODUCT QUALITY,  
INNOVATION & SAFETY



RIDER SAFETY &  
PRODUCT USE





## Product Safety and Quality

At Polaris, rider safety is our priority, and quality and safety are at the core of everything we do, from how we design and source materials, to our manufacturing processes and shipment approach. Even after our vehicles have made their way to customers, we leverage our robust post-sales surveillance (PSS) processes that enable us to monitor for and identify potential concerns.

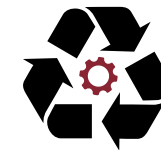
### Our Approach

We put our customers at the center of the decisions we make and we are focused on building the best products for our riders. This includes a continued effort to enhance our safety and quality processes, enabling our teams to prevent safety concerns during the development and manufacturing process, as well as addressing them when identified. We work to deliver industry-leading results that go above and beyond what our customers expect.

### I DECIDE

I DECIDE is a calling that empowers employees to speak up if they see something, and places accountability on both individuals and teams to make the ethical decision that is right for improved safety and quality.

## 2035 GOALS



Achieve 90% recyclable content in ORV vehicles



Reduction of substances of very high concern in Bill of Materials

### QUALITY OPERATING SYSTEM AND I DECIDE QUALITY CULTURE

Through our [Polaris Quality Operating System](#), we monitor our processes to identify, improve and prevent product concerns. The Polaris Quality Operating System is patterned after globally recognized industry standards ISO9001:2015 and IATF16949:2016 and details various elements related to safety and quality, including senior management oversight, safety standards, training initiatives, testing procedures and audit procedures. While not an exhaustive source, this summary of our Quality Operating System provides an overview of how product safety and quality in product development is governed at Polaris.



## QUALITY STAR AWARDS

At Polaris, we know that our decisions and actions impact the overall quality of our products. Fostering a culture that values quality allows us to deliver on those expectations. Polaris employees are empowered to help the company prevent safety concerns throughout the design, manufacturing and use of our vehicles. Each year, we recognize employees who demonstrate a commitment to safety and quality through our Quality Star Awards. As a part of our Quality Star Award process, 562 team members from locations around the world were nominated for their contributions to quality and safety at Polaris in 2023. The Quality Star Awards are given for a wide variety of reasons — from employees finding issues on our assembly lines, to engineers proactively working on improving test methods. These individuals reinforce our commitment to our customers by raising their hand, making a difficult decision, or taking an action that exemplifies our safety, ethics and quality culture.

# POLARIS VOICES

## INNOVATING PRODUCTS WITH A CUSTOMER SAFETY MINDSET

Paul Hepworth, Managing Director of KLIM shares his perspective on KLIM's approach to innovating products with the rider in mind



### KLIM is known for being a passionate brand and connecting with riders. How does listening to customers and riders shape KLIM's culture?

We work every day to enhance the riding experience, and we gather data on how to do this in a lot of ways. We reach out to the broader market for product feedback, have a robust warranty program, and we bring our ambassadors and athletes out annually for a day where they work with our product and design teams. People can also interact with the brand and say, hey, I had this experience while riding, and our Product Category Directors will have direct communication with customers about what they experienced. Then, we take all that feedback into product development.

We also have the 'Gear Protection Guarantee' for motorcycles. If a person wearing KLIM gear is involved in an accident and they file a police report, they can send us a copy of their report and the KLIM gear worn in the crash, and we'll replace their gear for free. This program has helped us achieve huge product advancements in product safety and quality by helping us better understand how our products function in those real-world situations, from which fabrics we use so we are better protecting riders, to placement of reflective materials to help improve visibility, to helping us see exactly how armor should be secured to stay in place during a crash.

### How does this connection with riders play into product innovation at KLIM?

We're riders ourselves, and we want to make the riding experience better. We're constantly looking for rider pain points — for example, rider fatigue. When you're tired, it slows your judgement and reflexes. So, we're designing products to help alleviate this fatigue by considering their weight, comfort and design performance.

When products go to field, we get data back on things we can continue to enhance, as well as what's working and what products are really delivering for riders. In this way, listening to customers and responding to riders' needs is in the DNA of our brand — we test, modify and perfect with customer feedback regularly.

### When you think about what's next in terms of product innovation or customer safety at KLIM, what are you most looking forward to?

We've got some really cool helmets coming to market with a new design and structure, and new safety features and technologies. They are the result of ground-up innovation and understanding what riders need. I can't wait to get them into the hands of riders.

Thinking a bit broader, innovation with materials is important to us. We have new body armor products coming out that will increase flexibility and comfort. We're also looking at how to use new lightweight, durable, breathable fabrics to help riders go further more comfortably.



## EXTERNAL INSIGHT AND EXPERTISE

We continue to refine our safety and quality processes, including through our collaboration with Automotive Industry Action Group (AIAG) and active engagement in industry groups and standards development. Through AIAG, we bring best practices and relevant trainings to our organization, allowing us to build competencies and align our processes with proven industry solutions.

## ADVANCING PRODUCT SAFETY

The safety of those who ride our vehicles is a top priority. We monitor feedback in a variety of ways to help us identify any potential safety concerns early. We capture insights about how riders are using our vehicles via online customer inquiries and calls to our Owners Connection team, as well as dealer input, warranty-related information, technical service support and other components of our Post-Sales Surveillance systems and processes (PSS is detailed on page 25).

Through a combination of approaches involving risk avoidance, protection and notification, we are further designing safety into our product development processes, communicating safe practices to our customers and using technology to notify riders of unsafe behaviors so that everyone who uses our vehicles can enjoy them safely.

Additionally, through our monitoring process we may determine a recall is warranted to help protect riders. For additional information on our rider safety efforts, see the [THINK PEOPLE](#) section of this report.



Our Progress

Polaris continues to evolve and enhance the safety and quality of our products during the design, manufacturing and shipping processes. We leverage Hazard Analysis and Risk Assessment (HARA), Design Failure Mode and Effect Analysis (DFMEA) tools, Process Failure Mode and Effect Analysis (PFMEA) and Control Plans in our product development process. These tools ultimately result in improved requirements, traceability and consistency across our portfolios.

As vehicle complexity increases, Polaris is investing to expand its capabilities in functional safety to mitigate the effects of electrical (hardware or software) malfunctions.

Using the tools referenced above and with the continued focus of part-level traceability, through use of barcodes or other means, Polaris can often isolate discrete component concerns to affected vehicles, limiting the number of impacted customers.

We also increased the number of vision systems used for advanced process controls in our plants by approximately 30% in 2023, with plans to increase by another 40% in 2024. These controls are currently in operation in eight of our manufacturing facilities globally. Machine vision systems improve production quality in a variety of ways, ranging from detecting “part presence” and component orientation to confirming part surface requirements.

Additionally, we recognize that the quality of our products carries through to the condition in which they are received by our consumers. As such, in 2023 we invested time and effort to design and test the packaging of our products.

Next Steps

Safety and quality improvement is part of everyday life at Polaris. We will continue in 2024 to drive toward improved product reliability and safety advancements for future products. We will also continue to build on our PSS integration to identify and resolve concerns before our customers experience them.



In 2023, our packaging engineers developed new, patent-pending packaging for glass windshields resulting in reduced breakage. The packaging also includes improved hardware labeling and clearer parts identification. This and other improvements helped fuel a 16% improvement in our delivery condition dealer sentiment score in 2023 compared to 2022.

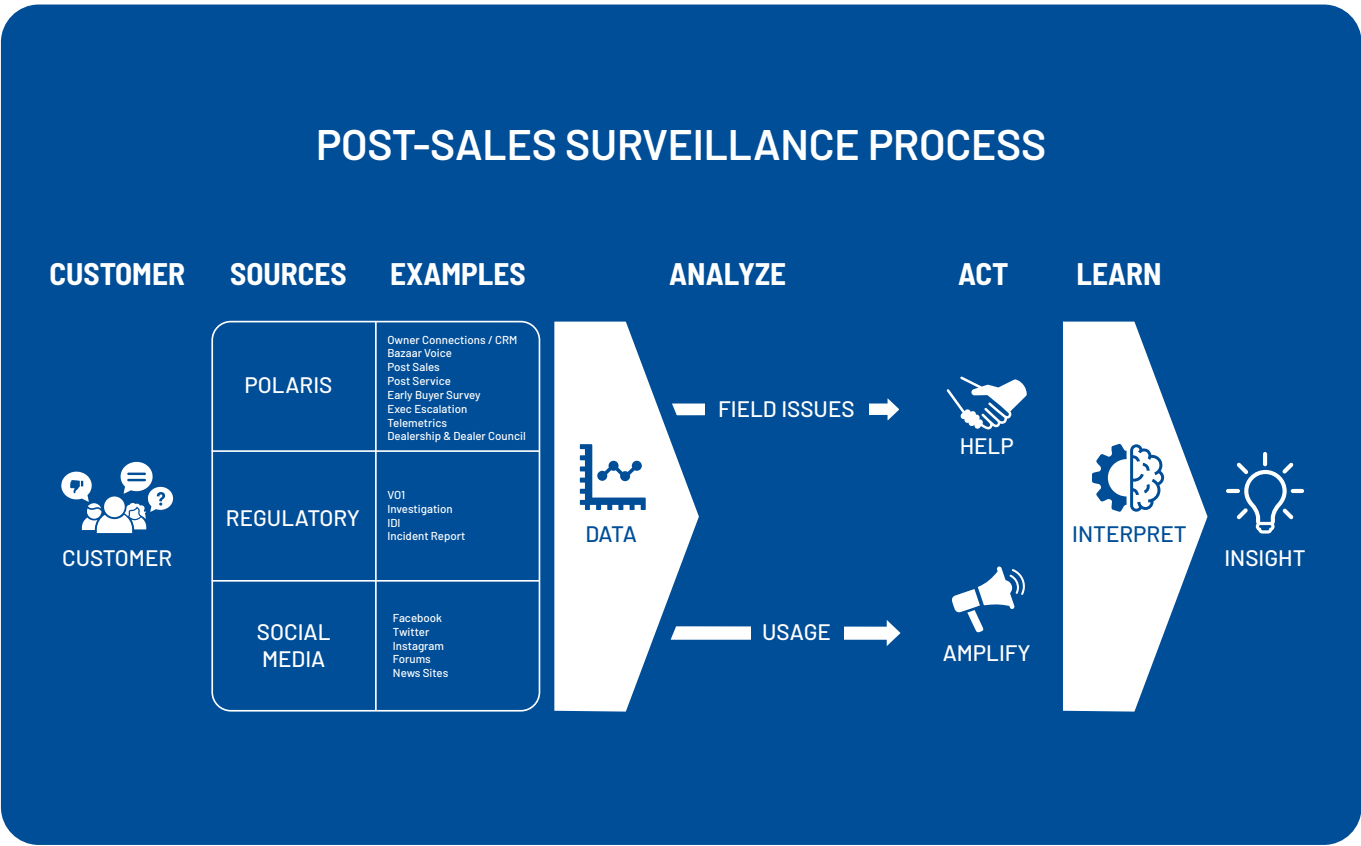


SAFETY AND QUALITY POST-PURCHASE

Our Approach

Polaris monitors safety and quality signals through our Post-Sales Surveillance (PSS) systems and processes. After vehicles are sold, our PSS team uses a variety of technologies to detect safety and quality signals and trends, then analyzes those inputs based on internal expertise, field data and advanced algorithms.

Once a signal is identified, our Product Action Policy defines how we investigate potential safety compliance concerns and elevate them for further action if warranted. The policy clearly defines the cross-functional team, including signatories, to drive accountability.



Our Progress

The PSS team works to enable early detection of potential concerns and minimize the impact on customers. In 2023, our data sciences team made advancements in tools we use to gain insights about the customer experience. We are using AI tools to help with safety signal detection to inform future improvements. These tools leverage various data sources to identify signals of concern and highlight areas for further investigation. We also rely on Power BI interactive data visualization software to create an early warning dashboard that allows us to flag quality control priorities for our product teams. Updates to our database and visualization tools provide customer insights about product use, priorities and ideas for improvement.

When we determine a recall is warranted, Polaris works with the appropriate regulatory agency to notify and facilitate recalls efficiently to provide the best possible experience to impacted owners. When issuing a recall, we proactively communicate with our dealers and customers, including the notification to stop riding or selling affected models, an explanation of the issue, information about necessary next steps and visibility into the resolution along with responsible riding practices when appropriate. We strive to get customers back out riding again safely as soon as possible.

This approach to monitoring our products, combined with our ongoing investments in engineering, testing, supplier quality and manufacturing processes, is where we’re investing to focus on providing our customers with safe, high-quality vehicles.



# Product Sustainability

## Our Approach

Polaris is committed to designing and engineering products that meet high performance and quality standards while considering the complete life cycle of the product and its impact on the environment. The biggest opportunities to improve product sustainability often come from changes in the wider value chain that surrounds a product. At Polaris, we continue to look at ways to take a holistic approach to product sustainability, by examining the way products are transported, packaged, handled, used and disposed.



In 2023, Polaris established two goals to help track our product sustainability efforts.

REDUCTION OF  
SUBSTANCES OF VERY HIGH  
CONCERN IN BILL OF MATERIALS

### Reduce Substances of Very High Concern in Bill of Materials

Substances of very high concern are chemicals that can have serious effects on human health or the environment. These chemicals may be individual substances or present in articles contained within a complex product. Polaris is committed to reducing substances of very high concern from our product offerings and set a goal to reduce these substances within our bill of materials by 2035.

Polaris is currently focusing on understanding and developing meaningful action steps to reduce or remove per- and polyfluoroalkyl substances, known as PFAS, from our products. We are committed to working within our supply chain to identify solutions and minimize risk.

ACHIEVE 90%  
RECYCLABLE CONTENT  
IN ORV VEHICLES

### Achieve 90% Recyclable Content in Off-Road Vehicles

Vehicle disposal at the end of life can create environmental impacts if not properly managed. At Polaris, we recognize that to manage vehicles at end of life in an environmentally sound manner, it is essential recovery issues be taken into consideration during the design phase, and we are actively exploring opportunities. Our goal is to develop off-road vehicles by 2035 where 90% of the content on those vehicles can be safely recycled at the end of their lifecycle.

In 2023, we began our efforts by obtaining baseline data for the recyclability of two key Polaris off-road products using the ISO 22628 standard. We also started developing a statement of work for external guidance and support to build out our design-for-sustainability capabilities.

# Rider-Driven Innovation

Our goal is to create innovative, rider-driven and industry-first products and technologies.

IN 2023

69

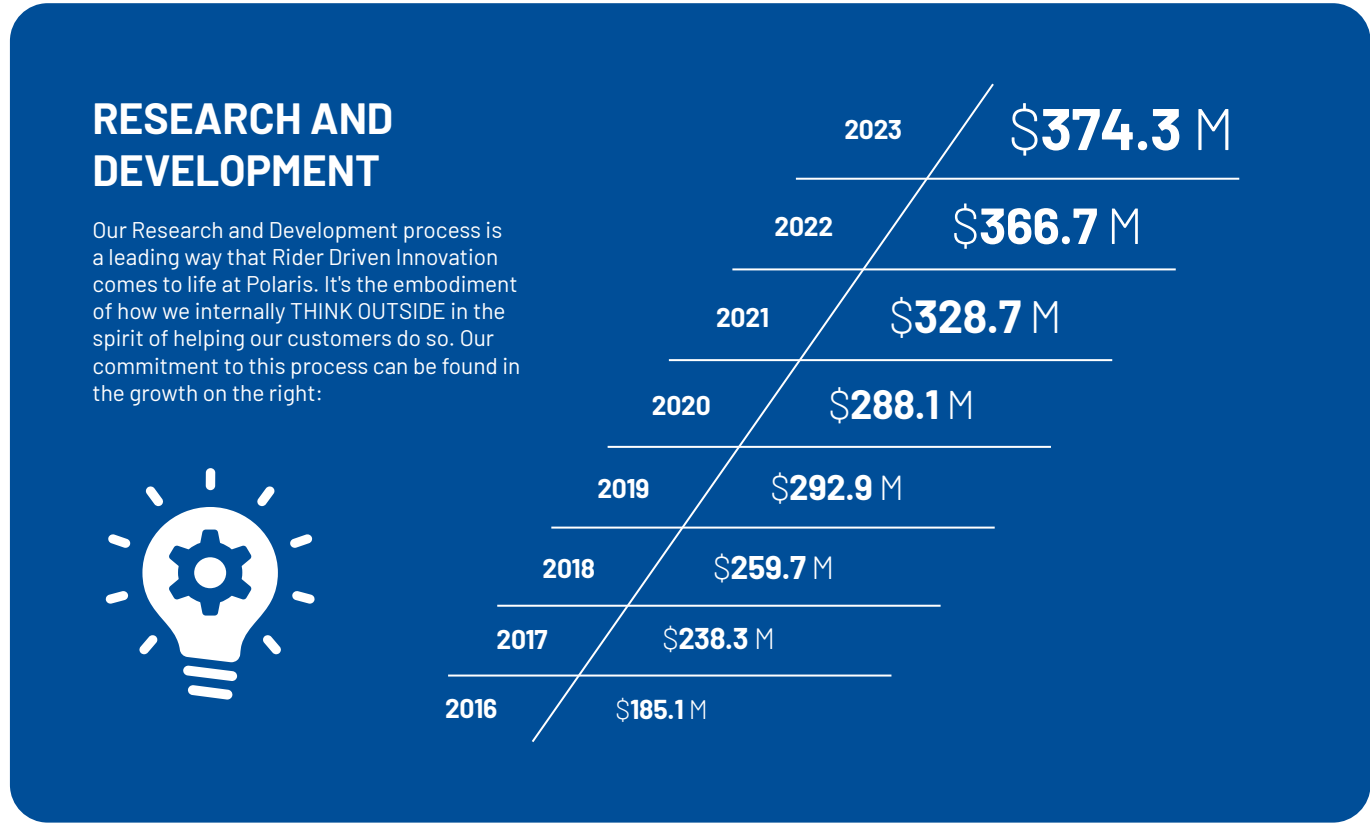
U.S. PATENTS GRANTED TO  
POLARIS ENGINEERS

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INVENTION DISCLOSURES  
SUBMITTED FOR U.S.  
PATENT CONSIDERATION

## Our Approach

Polaris invests in research and development projects across brands and sectors to improve how our customers work and play outdoors. We build on our capabilities and refine our strengths while identifying new and emerging opportunities based on customer data, insights and industry experience.





## PRODUCT INNOVATION HIGHLIGHTS

For nearly 70 years, we have been setting the standard for innovation in powersports, listening to our customers and using our experience to create products and technologies centered around the rider. In 2023 we introduced many innovations to meet customer needs and advance the riding experience and rider safety.



### RANGER XD 1500

Polaris Off Road delivered the industry's first extreme duty utility side-by-side: the all-new [RANGER XD 1500](#). The vehicle is engineered with the first-ever ProStar 1500cc 3-cylinder engine offering industry-leading 110 horsepower, industry-exclusive STEELDRIVE automatic transmission for greater durability and precise control, and more than 70 new accessories for enhanced customization. The RANGER XD 1500 provides over 30% more power and 50% more torque than the next closest competitor, allowing customers to haul more, tow more and get more done in less time, while delivering a quieter, more comfortable and more controlled ride.



### Polaris XPEDITION

After five years of extensive consumer research, we introduced the [Polaris XPEDITION XP and ADV](#) — an entirely new category of adventure side-by-sides that combines the all-terrain capabilities of traditional side-by-sides with comfort and cargo capabilities, enabling riders to go into the back country with all their gear. Designed for adaptability, Polaris XPEDITION includes a wide array of standard features, accessories and customization options to accommodate a range of outdoor pursuits and rugged terrain.



### Lock & Ride MAX Storage Solutions

[Lock & Ride MAX](#) is our most versatile accessory attachment system to date. Currently available on Polaris XPEDITION and RANGER XD 1500 models, the updated system improved accessory attachability and security to maximize vehicle storage and customization. The system allows for nearly limitless vehicle and accessory capabilities.



### KLIM Avalanche Vest

The new [KLIM Atlas 14 Avalanche Airbag Vest](#) provides winter outdoor adventurers with additional protection and minimalist on-body storage. KLIM recognizes the importance of avalanche safety, and airbags help riders stay near the surface of a moving avalanche, reducing the risk of burial. The Atlas vest is designed with the best-in-class Alpride E2 multi-use electronic airbag system that is easy to use in the field along with a Polyethylene board in the torso for light and durable coverage with ethylene vinyl acetate foam channels for airflow. Additionally, a harnessed beacon pocket maintains easy access to the transceiver, giving riders more peace of mind and quick access to equipment.



### 509 Delta V Commander Helmet

Built for long rides, high speeds and low temperatures, the new [509 Delta V Commander Helmet](#) features the first-in-class integrated [Cardo® Communications](#) system enabling communication with up to 14 other riders, superior audio quality with the best sound and noise cancellation available in the market, voice command and hands-free operation so riders can keep their hands safely on the handlebars and their focus on the trail, and enhanced safety and comfort, including a heated shield for a fog-free view and an integrated, controllable chase light.



### Slingshot ROUSH® Edition

Slingshot launched a new partnership with ROUSH® Performance in 2023. The [Slingshot ROUSH® Edition](#) delivers a racetrack attitude with exclusive ROUSH® branding, blending the performance heritage ROUSH® customers love with the show-stopping, adventurous lifestyle of a Slingshot.



### Bennington SV and S Series

In 2023, Bennington launched a complete redesign of its popular, family-friendly SV and S Series pontoon models, ideal for new boaters looking for uncompromising luxury. Known for its affordable and feature-rich package, Bennington's new features include a completely redesigned helm station providing updated ergonomics for a comfortable, spacious boating experience.



### Indian Motorcycle Sport Chief

Indian Motorcycle built upon one of the most historic and influential motorcycle namesakes of all time by introducing the 2023 Sport Chief. This model raises the bar for American V-Twin performance cruisers through premium, performance-oriented components and timeless, American styling. With its introduction, the Indian Chief lineup offers a wide range of performance and styling options to meet each rider's unique personality and riding preferences. For added comfort and improved ergonomics based off height, riders can add an Extended Reach or Reduced Reach Seat.



## ELECTRIFICATION

### Our Approach

We build electric powersports vehicles that deliver a positive riding experience along with the benefits of electric powertrain technology, from acceleration and control to quieter operations and zero emissions.

### Our Progress

In 2023 we launched new electric vehicle (EV) programs and products and continued to research and test electric prototypes broadly across our product platforms.



### Higher Horsepower Electric Pontoons

Following the Mighty G launch in 2022, Polaris Marine continued to research electric boat technology in 2023, including the creation of [two new concept vessels](#) for exploring the feasibility of using higher horsepower electric outboard motors to power pontoons. Leveraging a 150-hp outboard electric motor from Forza X1, the performance of these concept vessels — built on the Bennington L-Series Bowrider and Godfrey Monaco 235 platforms — informs our future development of watercraft optimized for electric propulsion. Marine electrification technology is well suited for pontoons and other inland boating: electric motors are easier to maintain, while electric propulsion enables instantaneous torque and the ability to travel in sometimes restricted waterways — positioning high-power, high-performance and long-range electric propulsion as the next evolution in luxury pontoons.



### RANGER XP Kinetik

The [RANGER XP Kinetik](#) features an all-electric powertrain engineered for off-road use through Polaris' exclusive 10-year partnership with Zero Motorcycles. With 110 horsepower, the vehicle can tow up to 2,500 pounds and haul an industry-best 1,250 pounds. RANGER XP Kinetik delivers smooth, precise control when operating at low speeds and instantaneous torque for quick acceleration. RANGER XP Kinetik is an ideal solution for those that need to get more done — whether on the hunt, the farm or the job site.

RANGER XP Kinetik received a 2023 Popular Science [Best of What's New Award](#) within the automotive category.

### Battery Waste Management Program

As Polaris sales of new vehicles with lithium batteries (i.e., Goupil and RANGER XP Kinetik products) continue to grow, we launched a lithium-ion battery global lifecycle management program as part of our commitment to confirm regulatory compliance and minimize impact on the environment. We are currently working with regional partners in the United States, Canada, Europe, Australia, New Zealand and Brazil on a program that includes the safe transportation, storage, recovery and disposal of lithium-ion batteries along with root cause analysis support, repair and refurbishing. In other markets, local distributors will follow established criteria for the safe and responsible management of batteries.



### EV Emergency Response Guide

We published our first EV emergency response guide for the Polaris RANGER XP Kinetik. The guide provides key information for emergency responders in case of an accident and/or fire involving the EV. The guide includes information about identifying the vehicle as an EV, locations of high voltage components, as well as guidance on immobilization, disabling hazards, fire suppression and towing/transport.



### High Voltage EV Safety Training

With the growth of our EV portfolio, we introduced training for our employees focused on high voltage safety for EVs. This three-level training series equips our teams with the necessary knowledge and skills to safely work on high voltage systems. The training provides a holistic review of general EV hazards, protection strategies and components, as well as electrical theory. Polaris also provides alternate training to dealers that is more scoped to service work, first responders can find relevant guidance on disabling high voltage electrical systems in the emergency response guide for first responders, and customers can find safety guidance in their vehicle's owner or service manual.



### EV Charging Network for ORVs

With a grant from the State of Michigan, Polaris helped to develop a network of EV charging stations located in an off-road trail system in Ontonagon County of the Upper Peninsula of Michigan. See [THINK PLACES](#) page 65 for more information. As part of this pilot project, we made our EV emergency response guide (see related story above) available to local emergency services across Ontonagon County.

### Next Steps

In 2024, we will continue our research and product development in the EV space to keep pace with advancements in charging infrastructure, battery technology and customer adoption of electric product offerings. Our focus will continue to be testing broadly across our product portfolio, but we will be intentional in our product commercialization.





## POLARIS RIDECOMMAND®

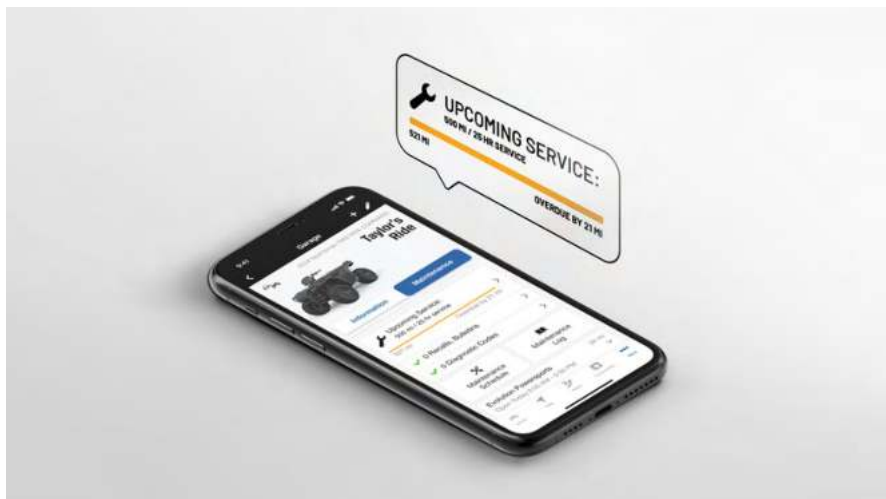
### CONNECTED VEHICLES: RIDE COMMAND AND RIDE COMMAND+

Our RIDE COMMAND technology supports a better, safer riding experience by allowing riders to connect with others to plan routes, track rides, maintain contact while riding, share experiences and foster community. We continue to expand our collaboration with U.S. agencies responsible for recreational riding trails management, land managers and club volunteers to update trail data, providing only approved and open riding areas on RIDE COMMAND maps. These efforts rely heavily on our network of volunteers, and our 2023 goal was to recruit 200 external volunteers to help manage and maintain trail information. We exceeded this goal with 385 new volunteers stepping up in 2023.

Our [RIDE COMMAND+ platform](#) provides connected vehicle technology for the off-road industry. In 2023, we added new RIDE COMMAND+ features — including Group Ride+ and Ride Tracking+ which enable added communication with and tracking of others in your group so you can spend more time safely riding together — to the existing features: vehicle locator, vehicle health and issue diagnostics features.

Additionally, RIDE COMMAND+ enables us to connect directly to the rider-experience and observe certain potential quality or safety concerns earlier. This is accomplished through monitoring operating parameters, fault messages and analyzing consumer duty cycles while offering consumer features like remote health and maintenance alerts.

RIDE COMMAND+ has been very well received by consumers and garnered the attention of industry media. For example, UTV Underground called RIDE COMMAND+ “one of the most significant technological advancements in UTV tech in the past few years.”



### POLARIS RIDE COMMAND AND RIDE COMMAND+ IN 2023

**+894,000**  
TOTAL TRACKED RIDES

**+105,000**  
RIDERS PARTICIPATED  
IN GROUP RIDES

**+1,147,000**  
TOTAL TRAILS ON  
RIDE COMMAND (APPS,  
WEBSITES, VEHICLE  
DISPLAYS)

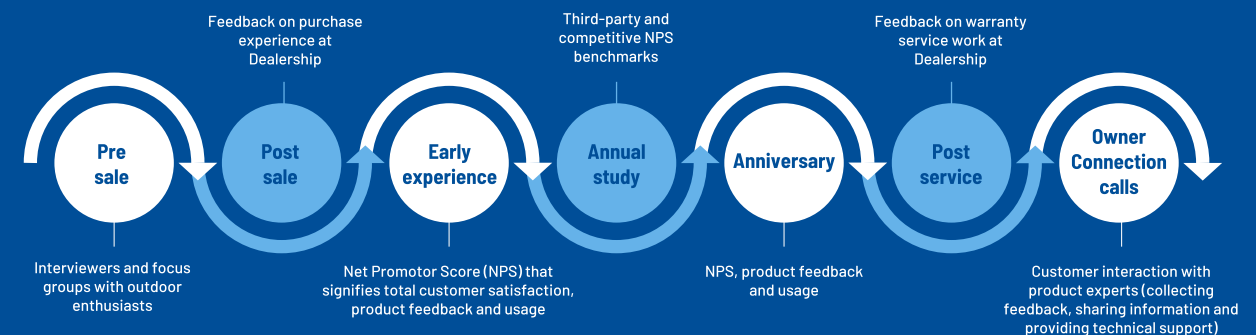
**+159,000**  
TOTAL TRAIL MILES  
UPDATED

## Customer Support

We work to support our customers throughout their ownership journey by gaining their insights on offerings, products and services, helping customers improve their knowledge of and experience with Polaris products, and welcoming new customers to powersports.

### LISTENING TO CUSTOMERS

Customer voices matter before, during and post-sale.  
Here are just a few of the ways that we listen to customer feedback.



### Our Approach

By infusing customer insights into our day-to-day processes and decisions, we work to understand what different customers and prospects want and need, how they prefer to hear from us, who they are and what they think about Polaris. Our owner communities — including the Indian Motorcycle and Snow Ambassadors, Polaris ORV Owners Council, Empowersports Riding Councils and Indian Motorcycle Riders Group — are also part of our rider-driven approach.

### Customer Experience

From exploring potential product concepts through market research to refining through in-person focus groups, our approach enables us to monitor and listen after products are in the market and purchased by consumers. Using our customer feedback management software platform, we pull real-time input identify long-term opportunities for improvement and see an aggregated view of customers across all touchpoints, then use that feedback to continue improving our processes, products and services.



## CUSTOMER KNOWLEDGE AND HELP CENTER RESOURCES

Our Help Center Team produces engaging and informative content, including website articles, do-it-yourself videos and Polaris Podcast episodes designed to help owners further understand, maintain and enjoy their vehicles. A variety of resources are available to help owners at each stage of their journey:

### Help Center Articles:

More than 2,000 articles are available covering a wide range of topics, with articles updated daily based on customer feedback. In 2023, the articles garnered over 2 million views.

### Sled Tech Videos:

The Sled Tech series of YouTube videos explores the technology and innovation of the Polaris snowmobile lineup to deliver the ultimate winter experience on the trails or in the backcountry.

### DIY Videos:

Videos about maintenance procedures, light repair and accessory installation can be found on our product lines' YouTube channels, websites, Help Centers and customer accounts. To date, the videos have over 7 million views on YouTube, with new content posted regularly.

### Shop Talk Videos:

This series of YouTube videos provides a deeper look into our off-road vehicle technology, helping consumers better understand what they ride. The videos received more than 8 million impressions in 2023.

### Polaris Podcast:

With a focus on educating, encouraging and entertaining listeners, the Polaris Podcast publishes one new episode each month. The podcast averages hundreds of downloads per week and has been downloaded in 125 countries across six continents.

## POLARIS CERTIFIED SERVICE

Servicing vehicles supports rider safety and helps deliver the best riding experience for our customers. Polaris Certified Service, launched as RideReady in 2020, makes servicing and maintaining off-road vehicles, snowmobiles, motorcycles and Polaris Slingshots easier and more convenient. In 2023, we launched an upgraded service dealer locator experience with details about the variety of service capabilities offered by each dealer — ranging from shock repair to detailing and accessory installation, same-day maintenance, complimentary multi-point inspections and more. Customers can submit dealer service requests through the platform, providing greater flexibility in meeting their vehicle service needs.

## POLARIS XCHANGE

To simplify the process for customers looking for their first or next powersports vehicle, in 2023 we launched Polaris Xchange, a one-stop online marketplace for customers and dealers. This resource allows customers to complete most of the purchase process online before visiting their local dealership to sign the paperwork. The platform offers two key features to increase transparency for both parties.

- **Condition Report** helps dealers evaluate every vehicle listed on Polaris Xchange. Each vehicle has been physically reviewed and assigned a condition score from 0-100. This score is shared with dealers so they have details when considering a used vehicle purchase.
- **Vehicle History Report** provides consumers with the industry's first free report on every Polaris used vehicle listed on the marketplace. Consumers can see any recalls or safety bulletins, owner registration history and any lien, junk or salvage records, helping them make more informed decisions. More than 8,000 vehicle history reports were provided to customers in 2023.



# 1,300+

DEALERSHIPS TAKING  
ONLINE SERVICE  
REQUESTS — UP FROM  
285 PARTICIPATING  
DEALERS IN 2022

## Customer Growth Initiatives

We continually seek new ways to connect with our customers and elevate opportunities for them to THINK OUTSIDE. Our goal is to engage with current customers and welcome new riders to experience powersports through specialized programs, partnerships and participation models beyond vehicle ownership. In 2021 we set a goal to increase our customer base by 50% by 2031. We are on track and have grown 15% in three years.

### Our Approach

With a portfolio of more than 30 brands, Polaris appeals to a wide range of customers. We engage with our current customers and new riders in several ways, including: broad, large-scale settings and riding events; smaller, more tailored initiatives; riders' groups; and ambassador programs. The information we gather through these experiences helps drive how we design and deliver products.



## POLARIS ADVENTURES AND POLARIS ADVENTURES SELECT

Polaris Adventures and Polaris Adventures Select provide opportunities for riders at every experience level to THINK OUTSIDE. More than 330,000 riders — 46% of whom were new to riding — were able to explore the outdoors, and the network grew by over 40 locations in 2023.



POLARIS ADVENTURES  
**SELECT**

“ Since joining the Polaris Diversity Riders' Council a little more than a year ago, I am constantly amazed at the genuine interest in the group's opinions, experiences, feedback and suggestions from the entire Polaris community whether it's marketing, R&D, engineering or the apparel/accessories team. No matter what our daytime jobs are or length of experience riding, everyone's thoughts and opinions mattered. Polaris definitely has a customer-centric focus and it is apparent throughout their company culture.”

– Darrell Joyce, Empowersports Diverse Riding Council member



## EMPOWERSPORTS DIVERSE RIDING COUNCIL

Our Empowersports Diverse Riding Council helps us to better understand our current and potential customers. The group unites 16 volunteers consisting of influential riders, adventurers, leaders and entrepreneurs who bring multicultural perspectives and insights to the powersports space. The council meets regularly with Polaris leaders to help us build a deeper understanding of a broader array of customers. In 2023, we conducted multiple surveys to gather input on purchasing journeys and integrated feedback into our business.



## EMPOWERSPORTS WOMEN'S RIDING COUNCIL

Continuing its work to increase representation, inclusion and participation of women in powersports, the Empowersports Women's Riding Council, which includes women from across the U.S. and Mexico, met with team members in industrial design, product planning, marketing, and parts, garments and accessories to talk about their individual and community experiences within powersports.

### Next Steps

As the global leader in powersports, we will continue to make sure voices across a broad array of customers will be heard to shape the future of the industry.

## INTERNATIONAL FEMALE RIDE DAY

For the fourth year, Polaris again showed its unity and support for the women's riding community by participating in International Female Ride Day (IFRD), a globally synchronized ride day that celebrates women riders and their passion for all types of powersports, including motorcycles, off-road vehicles, boats and snowmobiles. Created to celebrate and acknowledge female riders, IFRD aims to highlight diversity within the community and encourage more female riders to join. As an official partner of the event — held May 6, 2023 — Polaris invited women riders to “**Just Ride**” no matter their vehicle of choice or their skill level. Powersports enthusiasts from more than 20 countries participated. Polaris support for IFRD in 2023 included:

- More than 500 Polaris dealerships marked the occasion hosting onsite celebrations and 21 dealerships held activations with Polaris Women Leaders of Polaris (learn more about WLP in the [THINK PEOPLE](#) section on page 89), sending out more than 200,000 custom invitations to women across Canada and the U.S. to celebrate at local dealerships.
- In conjunction with Litas, the world's largest women's motorcycle collective, Polaris invited eight women to participate in a ride across France focusing on empowerment, adventure and building confidence.
- Sponsored planned events and activities by women's riding groups, including [The Litas](#), [Ride Wild](#) and [Black Girls Ride](#).
- For the third year, Polaris Germany and RZR ambassador Lina van de Mars ran a “Girls Only!” off-road camp for 20 participants to test vehicles, learn and spend time with like-minded female riders.
- Launched our most expansive women ridership survey efforts to gather insights from women owners, riders and powersports enthusiasts on how to enhance the powersports experience.



**// The Litas motorcycle community celebrates the power and spirit of women ridership and on International Female Ride Day, we honor the fearless women who ride with us. As a community, we stand strong and united, empowering women to break through barriers and achieve their dreams on two wheels. Our partnership with Polaris is a testament to our dedication to creating unforgettable adventures and fostering meaningful connections within our community. As we continue to ride towards a more inclusive and supportive motorcycle world, The Litas and Polaris are proud to stand by the side of women riders everywhere.”**

– Jess Wise, founder, The Litas

## INDIAN MOTORCYCLE ADVISORY COUNCIL

The Indian Motorcycle Advisory Council is a cross-tribal group that convenes quarterly to help guide our decision-making processes. This six-member group is composed of respected leaders, advocates and passionate riders within the Native American community. The group plays a pivotal role in guiding us to better understand the cultural significance of the Indian Motorcycle brand, helping make sure that our initiatives, products and marketing efforts align with Native American values and traditions.

## COLLABORATION WITH THE HOPI TRIBE

In 2023, Indian Motorcycle partnered with the Hopi Tribe for a photoshoot on Hopi land (Hopitutskwa) as part of our model year 2024 product release. We worked with the Hopi Tribal Council and Hopi Cultural Preservation Center to identify approved shoot locations, protect sacred spaces and educate the team on Hopi land, history and culture. Indian Motorcycle also made donations to organizations that support the Hopi community, including the Hopi Cultural Preservation Center, Hopi Education Endowment Fund and The Hopi Foundation. This partnership was made possible through our philanthropic partnership with Red Feather Development Group. (See page 90 in the [THINK PEOPLE](#) section for more information on this partnership.)



## DEALER TRAINING

Given the changing demographics and shopping habits of our future customers, Polaris developed an online training module to provide insights on how dealers can best evolve with our changing customer base and connect with new customers who are more likely to be younger, women and multicultural through more virtual reach-outs, email and social media. In 2023, more than 98% of dealerships participated in the training, reaching nearly 8,000 dealer employees. Learn more about our support for Polaris dealers in the [THINK PEOPLE](#) section of this report.

## AMBASSADOR AND RIDERS GROUPS

### Indian Motorcycle Riders Groups and Ambassador Program

Since 2014, we have fostered community among motorcyclists through our motorcycle groups, including nearly 300 Indian Motorcycle Riders Groups (IMRG) chapters globally. These groups allow riders from all walks of life, no matter what they ride, to come together around a common passion — riding. Amplifying these rider groups are 30 diverse and passionate Indian Motorcycle ambassadors from across the U.S. These individuals help provide feedback on products and share their enthusiasm for Indian Motorcycle products and build community by planning and attending rides and events, engaging with other riders, and partnering with dealers and IMRG chapters.

### Snow Ambassadors

Our Polaris Snowmobile and Timbersled Ambassador Programs provide an opportunity to create community, inspire involvement and receive direct feedback from riders. Each year, hundreds of our customers apply for this recognition; from that group, we select the most passionate riders to become ambassadors based on their knowledge and dedication to the sports of snowmobiling and snow biking and level of activity in their communities. Polaris provides these ambassadors with unique education opportunities, behind-the-scenes experiences, guidance on event development and support for activations — ranging from dealer-organized and company-sponsored events to ambassador-directed actions — to help foster participation in their local communities and enthusiasm for the sport.

## POLARIS OWNERS COUNCIL

Now in its sixth year, the Polaris Owners Council — an online research community of around 3,000 owners who have applied and been selected for participation — shares invaluable feedback with our Off Road team that helps shape future business decisions.





# THINK PRODUCTION

Operating facilities with consideration  
for people and the environment



## IN THIS SECTION:

- Environmental Stewardship
- Responsible Supply Chain Management

## MATERIAL TOPICS:



LAND &  
WATER IMPACT



RESPONSIBLE SUPPLY  
CHAIN MANAGEMENT

Photo at left: Polaris Wilmington, Ohio Facility

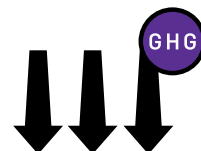




## 2035 ENVIRONMENTAL GOALS



75% renewable electricity



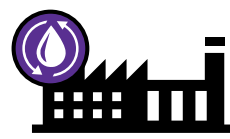
50% reduction in absolute GHG emissions (Scope 1 and Scope 2)



90% of waste diverted from landfills



Participate in the U.S. Environmental Protection Agency's (EPA's) SmartWay Transportation Partnership



100% of manufacturing facilities will implement a water stewardship program

## Environmental Stewardship

In line with our belief in continuous improvement, Polaris works to reduce our environmental impact and create efficiencies across our operations – from suppliers, manufacturing and distribution to our office facilities. After completing our previous five-year environmental goals in 2022, we introduced new 2035 goals, noted on the left, focused on furthering environmental sustainability. See more details beginning on page 45.

### Our Approach

Our approach to environmental stewardship is built on our companywide Environment, Health and Safety (EHS) Policy, which has been endorsed by our Corporate EHS Executive Governance Committee. For details about our commitment to providing a safe and healthy workplace for our employees, see the [THINK PEOPLE](#) section of this report.

### Responsibility

Our environmental stewardship efforts are overseen by our Environment Health Safety and Security (EHS&S) Governance Committee and Corporate Responsibility Committee (CRC) (see details on page 13).





## EHS MANAGEMENT SYSTEM

Our EHS Management System is deployed globally and based on the “Plan, Do, Check, Act” model, which allows us to assess and continually improve our practices over time. Our EHS management system is generally aligned with the requirements of the International Standards Organization (ISO) with clearly assigned roles, responsibilities, employee training requirements, targets and objectives. At the local level, our Goupil facility in Bourran, France has achieved ISO 14001 certification.

## POLARIS ENVIRONMENTAL PRINCIPLES

The following Environmental Principles provide guidance to Polaris personnel worldwide in the conduct of their daily business practices. Our dedication reaches further than compliance with the law to encompass the integration of sound environmental practices into our business decisions. We are committed to:

- Reducing waste and pollutants, conserving resources and recycling materials at every stage of the product life cycle
- Reducing greenhouse gas intensity, improving energy efficiency and increasing renewables as a part of our energy portfolio
- Continually assessing the impact our facilities have on the environment and the communities in which we live and operate with a goal of driving continuous improvement
- Integrating Environmental Management System (EMS) requirements into our programs
- Monitoring the company’s environmental performance and regularly reporting environmental issues to our stakeholders

## EHS INFORMATION MANAGEMENT

In addition to complying with all applicable country, regional and local safety and environmental laws, we strive for EHS performance that is among the best in the industry. Our centralized EHS information management system allows us to collect, manage, learn from and share our safety and environmental performance data more efficiently. We collect and analyze data in both leading and lagging metrics to look for potential trends and identify opportunities that can help drive performance improvement. We continuously explore new ways to learn from and report on our performance.

### EHS MANAGEMENT APPROACH

#### Plan

Our planning process includes developing goals, objectives and metrics based on a review of our company’s performance, EHS programs, applicable regulations and external factors that may impact our business.

#### Do

Activities are performed using standards, guidelines and tools that are integrated into the EHS Management System and include specific expectations for sites and our global business units.

#### Check

The EHS&S Governance Committee, composed of senior-level executives representing all business units and functions, is responsible for overall EHS governance, reviewing performance and progress against objectives throughout the year.

#### Act

Corrective actions and continuous improvement initiatives are established to resolve EHS concerns that have been identified through incident investigations and during periodic assessments and audits.

# POLARIS VOICES

## POLARIS VOICES: REDUCING OUR ENVIRONMENTAL IMPACT

Deborah Briggs, Vice President of Employee Health, Safety, Security and Facilities, shares her perspective on Polaris’ sustainability journey, progress toward our 2035 environmental stewardship goals and focus on the future.



**Last year, Polaris reported on the company’s 2022 environmental stewardship goals and set new targets for 2035. Tell us about the journey to 2035.**

We accomplished our 2022 environmental stewardship goals and established a new set of commitments that we announced in April 2023. Leveraging learnings from our recent materiality assessment, these 2035 goals build on and expand our prior efforts, helping us to further reduce the impact of our operations on the environment. The goals include emission reductions, water management, product stewardship and waste reductions. We have begun working toward these goals and already have some exciting progress to report. As a global company committed to providing adventures outdoors, we recognize the part we play in creating a more sustainable future and believe our new goals support that mission.

**Polaris focuses on reducing environmental impact across six key areas. What progress are you most proud of in 2023 and where do you see the greatest areas of opportunity?**

We know that cleaner, affordable, and reliable energy is essential to our business and the world. I am proud of the progress Polaris made in 2023 to expand our renewable electricity portfolio. Polaris invested in onsite solar systems and added approximately 1,200 megawatt hours of solar energy to our portfolio. We also entered the off-site renewable energy procurement market as our first virtual power purchase agreement (VPPA) project, with Enel Green Power, came online in Navarro County, Texas at the end of December.

**Polaris’ commitment is to both the environment and to people. As such, we understand employee safety is paramount to Polaris. How does Polaris approach improving employee safety, and what do you see as the next opportunity in this space?**

When it comes to employee safety, we talk about fostering a zero-harm culture and aspire to be an incident-free workplace. Our Total Recordable Incident Rate is well below industry averages and at the lowest rate in our recent history, but we keep striving for zero incidents. Our employee safety approach is integrated throughout our business, which includes empowering employees with the resources needed to work safely. Execution of our Environmental Health and Safety (EHS) Management System by our team members is key to our safety performance. Through this system, our EHS requirements and standards are integrated into training, procedures, risk assessment tools and more. We are committed to continuously improving safety and innovating to find ways to protect our workforce.

**What key partnerships or initiatives are you most excited about?**

These are ambitious goals we set, but there is some incredible work already underway, including work with a variety of partners. One example is the U.S. Environmental Protection Agency’s SmartWay program that is helping us reduce emissions by improving the fuel economy of the vehicles that transport our materials and products. Additionally, several of our facilities have achieved 50001 Ready designation from the U.S. Department of Energy, moving us closer to our goal of a 50% reduction in absolute greenhouse gas emissions while also helping us put the right infrastructure in place to measure and monitor continued improvements. We will continue to install more LED lighting to reduce energy use, increase the number of rooftop solar installations at our facilities and seek additional partnerships that enable us to source more electricity from renewable resources, helping Polaris deliver on our commitment toward a more sustainable future. As we work toward our 2035 goals, I am incredibly excited about where we are headed.





## Climate Strategy

Polaris is continuously working to reduce GHG emissions within our operations and along our value chain. We are working to identify climate-related risks and opportunities in our business. To mitigate the impact of Polaris business operations on the environment and achieve our 2035 goals, we are applying a comprehensive three-pronged approach:

1. **Reducing** our energy and emissions by making our overall operations more efficient:
- Designing for energy efficiency in new or updated processes and facilities

• Operating our facilities and equipment in increasingly efficient ways

• Facilitating the use of advanced energy monitoring and control solutions
2. **Replacing** carbon-intensive processes and energy sources with low-carbon alternatives:
- Evaluating and incorporating alternative energy sources, innovative technologies and best practices for energy use and GHG emission reductions

• Purchasing or producing zero-carbon electricity
3. **Offsetting** emissions and energy sources that could not be reduced or replaced by purchasing renewable energy attributes

## Environmental Stewardship Goals

In May 2023, Polaris announced new environmental stewardship goals for 2023–2035. These goals embody a broad strategy developed to address some of the most relevant environmental stewardship aspects that are meaningful to our business and the communities where we operate, including GHG emission reductions, usage of renewable electricity, waste management and water stewardship. Building upon the successful achievement of our 2017–2022 goals, Polaris remains committed to reducing our environmental impact.



75%  
RENEWABLE  
ELECTRICITY  
PORTFOLIO

### RENEWABLE ELECTRICITY

Polaris is committed to purchasing or producing a portfolio made up of 75% renewable electricity by 2035. In 2023 we achieved 45%.

To continue to drive progress on this commitment, we employ the following actions: onsite generation, power purchase agreements and energy attribute certificates. Details about our approach and progress in each of these areas as described below.

RENEWABLE ELECTRICITY RESULTS			
	2021	2022	2023
Electricity Portfolio from Renewable Sources	15,667 MWh	90,001 MWh	86,737 MWh





Onsite Renewable Power Generation

We seek to invest in onsite renewable electricity generation and will prioritize projects located as close to the point of consumption as possible. We are exploring the feasibility of opportunities at various sites around the world and are encouraged by our progress so far. We currently have four onsite solar projects that generated 1,546 megawatt-hours (MWh) of renewable electricity in 2023.

FACILITY	ENERGY OFFSET (MWH)	CO2E IMPACT (METRIC TONS)
Wilmington, Ohio, U.S. solar array	207	93
Bourran, France solar array (Goupil facility)	976	122
Aix-Les Bains, France solar array (Aixam facility)	154	19
Shanghai, China solar array	209	128

Power Purchase Agreements

Where permitted by local regulatory frameworks, we are exploring opportunities to supplement our renewable electricity portfolio with power purchase agreements (PPAs), including physical PPAs in proximity to our sites and virtual power purchase agreements (VPPAs) that allow for added flexibility and impact.

In 2023, Polaris signed our first VPPA — a 12-year agreement with Enel North America. Through this agreement, Polaris will purchase the electricity and associated renewable energy certificates (RECs) generated by a 22-megawatt portion of Enel’s Fence Post solar and storage project in Navarro County, Texas, offsetting approximately 40% of Polaris’ U.S. electrical use and supporting our commitment to grow our renewable energy portfolio. The RECs acquired in 2023 from the project equaled 1,556 MWh.



Energy Attribute Certificates

We will purchase high-quality energy attribute certificates (EACs) — used to track renewable energy consumption — where needed to supplement our activities. Each EAC represents proof that 1 MWh of renewable energy has been produced and added to the grid.

Global EAC standards for renewable claims are primarily Guarantees of Origin in Europe, RECs in North America and International RECs (I-RECs) in a growing number of countries in Asia, Africa, the Middle East and Latin America. EACs are compliant with the Greenhouse Gas Protocol and are recognized tools for companies to report reduced greenhouse gas emissions. In 2023, Polaris purchased the following certificates:

In accordance with California Assembly Bill 1305, the following table provides transparency regarding our purchase of Renewable Energy Credits. All of these REC purchases utilized Avoided Emissions to achieve the stated reduction. Emission reduction estimates were calculated using 2022 Green-e Market based factors for US projects and IEA factors for Vietnam and Mexico and projects. These calculations were audited by The Carbon Trust to confirm validity.

RENEWABLE ENERGY ATTRIBUTE TYPE	RECS PURCHASED (MWH)	CO2E IMPACT (METRIC TON)	BUSINESS ENTITY	PROJECT NAME	PROJECT ID#
Mexican I-REC	18,848	7,686	STX Commodities LLC	GEOTÉRMICA PARA EL DESARROLLO, Hotel Chablé 2, Hotel Chable 1, Plaza Las Américas Cinépolis, Via Verde Amalucan, Portal Churubusco, Yukón, Carmen Center 1, Plaza Las Américas AC1, Plaza La Roca AC, Paseo Monclova Cinépolis, Paseo Monclova AC, Merco Monclova, Hilos Delgados	0000-0218-5417-3010.000000, 0000-0217-9983-7977.000000, 0000-0217-9983-8306.000000, 0000-0218-0621-8972.000000, 0000-0218-2951-8489.000000, 0000-0218-3699-0069.000000, 0000-0218-0717-6341.000000, 0000-0218-0671-9916.000000, 0000-0218-3702-1400.000000, 0000-0217-9983-6306.000000, 0000-0218-4534-1407.000000, 0000-0218-3839-6761.000000, 0000-0218-2709-5357.000000, 0000-0217-9983-7196.000000
Green E Certified REC	44,043	23,675	STX Commodities LLC	Franklin, GRP-Madison	GEN4188, GEN4189
Vietnam I-REC	779	440	STX Commodities LLC	Run of River Hydro-Electric	0000-0217-2925-0211.622000, 0000-0217-2924-1767.187000
Tennessee Valley Authority Green E-REC	15,000	5,677	Tennessee Valley Authority	California Ridge (Fithian, Illinois), White Oak (Carlock, Illinois), Cimarron (Cimarron, Kansas)	NA
Tradable REC	4,965	2,333	Basin Electric Power Cooperative	Garwin Waste Heat Recovery Project	551-MN-2021-A0A3586A-436 to 3559

REC CO2e Impacts Calculated with Market Based Factors where available





50% REDUCTION IN GHG EMISSIONS (SCOPE 1 AND 2)

Scope 1 and 2 GHG emissions from our direct operations derive primarily from energy use at our manufacturing facilities and major corporate offices. We follow the GHG Protocol to measure our GHG emissions and have been publicly reporting our Scope 1 and Scope 2 emissions across our largest emitting operations and undertaking initiatives to reduce them for years. In 2017, we committed to reducing our Scope 1 and market-based Scope 2 absolute GHG emissions from our largest emitting facilities by 5% by 2022. We achieved that goal and in May 2023 set a new goal to achieve a 50% reduction in our Scope 1 and 2 GHG emissions by 2035.

U.S. DEPARTMENT OF  
ENERGY (DOE) RECOGNITION

As part of our overall mitigation strategy to reduce GHG emissions from our operations, we participate in local, regional and national forums to understand and adopt best practices in energy management. In 2023, seven of our U.S.-based locations completed the 50001 Ready program. The program recognizes facilities and organizations that attest to the implementation of an ISO 50001-based energy management system. Polaris leveraged the DOE 50001 Ready program's tools and guidance to identify opportunities and implement energy management systems that help lower energy use, cost and emissions.

POLARIS FACILITIES RECOGNIZED  
FOR COMPLETING U.S. DOE 50001  
READY PROGRAM

YEAR  
ACHIEVED

Huntsville, Alabama	2018
Vermillion, South Dakota	2022
Monticello, Minnesota	2023
Roseau, Minnesota	2023
Wyoming, Minnesota	2023
Osceola, Wisconsin	2023
Spirit Lake, Iowa	2023

ENERGY USE AND GHG DATA

COMPANY TOTAL ENERGY USE (GJ):

	2021	2022	2023
Natural Gas	799,189 (Scope 1)	1,048,900 (Scope 1)	887,263 (Scope 1)
Electricity	647,700 (Scope 2)	681,854 (Scope 2)	716,041 (Scope 2)
Fuels	126,550 (Scope 1)	145,296 (Scope 1)	108,135 (Scope 1)
TOTAL	1,573,439	1,876,050	1,711,439
Energy GJ / Sales \$	0.02	0.02	0.02
Scope 1 and Scope 2 Energy Use (% of Total)			
Natural Gas (Scope 1)	51%	56%	52%
Purchased Electricity (Scope 2)	41%	36%	42%
Fuel (Scope 1)	8%	8%	6%

GREENHOUSE GASES UPDATE TOTAL COMPANY 2021-2023

COMPANY TOTAL\* GHG EMISSIONS (METRIC TONS CO2E)

	2021	2022	2023
Total GHG Emissions (Scope 1 & 2)	127,062	133,606	137,471
Scope 1	49,563	56,558	53,742
Scope 2	77,499	77,048	83,730

\*Excludes immaterial leased facilities under 20,000 sq ft. A limited assurance assessment was completed by the Carbon Trust for 2023 Scope 1 & 2 data

GHG IMPROVEMENT

	2021	2022	2023
CO2 e-ton Reduction	794	1,105	1,258
CO2 e-ton REC impact	5,424	37,663	39,811
Total Reduction	6,218	38,768	41,069

GHG REDUCTION PROJECTS

In 2023, Polaris completed 16 energy savings projects reducing GHG emissions across our facilities by more than 896 tons of CO2e. These savings calculations were verified by Brailsford & Dunleavey. Our sites continued to focus on reducing leaks from compressed air systems, upgrading lighting to the newest LED technology and making process improvements to reduce energy usage. Quarterly review meetings are held with Polaris energy teams to review projects across the enterprise and share successes, such as these 2023 highlights:

Wilmington, Ohio Solar-powered Warehouse

In 2023, we constructed a solar panel installation on the roof of one of our warehouse buildings in Wilmington, Ohio. With full operation pending in 2024, the installation is engineered to produce 1,600 megawatt hours (MWh) of energy annually. Excess generation can be sold back to the grid. Over 25 years, this system has the capacity to save more than 18,000 metric tons of CO2e.

Goupil, France Solar Installation

The second phase of our three-phase solar project at our Goupil facility in France was completed in December 2023. The system generated 976 MWh of electricity and avoided the generation of 122 metric tons of CO2e in 2023. When the third phase of the project is completed in 2024, 100% of the electricity used by the facility will be solar generated.

Lighting Upgrade Projects

In 2023, three of our U.S. facilities completed lighting upgrade projects, including swapping out fluorescent lights for LEDs and installing occupancy sensors to turn off lights when not in use. Together, these lighting projects at our locations in Huntsville, Alabama; Osceola, Wisconsin; and Vermillion, South Dakota are saving 1,158 MWh electricity and 521 metric tons of CO2e annually.

Next Steps

In 2024, we expect to continue driving energy efficiency through additional solar and lighting projects, including installation of photovoltaic panels and LED lights at our facility in Opole, Poland.





WASTE MINIMIZATION

Polaris is committed to diverting 90% of our waste from landfill by 2035 using a comprehensive waste management approach. Our waste management standard requires our facilities to comply with applicable government generation, management and disposal regulations and Polaris standards. To minimize our environmental footprint, we look for opportunities to avoid the use of hazardous materials, to reuse or recycle materials, and to prevent the generation of waste.

When prevention, reuse and recycling are not practical, we apply controls and treatment technologies to prevent human health impacts and minimize environmental impacts. To manage waste in an environmentally responsible manner, we use only approved waste disposal facilities. Approved facilities demonstrate that they have the systems, technologies and practices to manage our waste streams responsibly and in compliance with all applicable requirements.

Our waste-to-landfill diversion efforts focus on reducing waste in our manufacturing operations. The amount of waste we generate reflects the efficiency of our manufacturing processes. Our facilities track and report the amount of operational waste generated and how it is managed. We continuously strive to reduce the amount of operational waste we generate and to maximize the use of environmentally beneficial disposal methods, such as recycling.

WASTE

TYPE OF WASTE	2021	2022	2023
Hazardous waste (tons)	1,364	1,553	1,337
Non-hazardous waste (tons)	11,087	11,047	8,464
Recycled (tons)	34,077	34,321	36,233
Recycling (%)	73%	73%	79%
Landfill Diversion (%)	76%	76%	82%

2023 FACILITY WASTE-REDUCTION SUCCESSES

First Landfill-free Facility

In November 2023, our plant in Osceola, Wisconsin became our first facility to achieve landfill-free status. For several years, the team had been working to reduce waste materials in sourcing and move most of their major waste streams to recycling, reuse or trash-to-energy incineration options with only a small portion still being sent to landfill. In 2023, the team collaborated with local vendors, validated use of waste for energy recovery and identified viable options for the remaining waste streams.

Paint System Upgrade

Our facility in Monterrey, Mexico installed a robotic paint line, replacing multiple manual-spray systems. The system uses three-dimensional paint filter cubes to capture paint overspray. They are designed to reduce waste generation by 100 tons per year. The change to robotic spraying is forecasted to reduce the use of paint and solvents by 30%, resulting in an additional 200 tons of waste reduction annually. This project is a win-win for Polaris – reducing our environmental impact while improving the cost and quality of our product.

Electronic Waste

Rapid technological advancement has not only evolved our communication abilities and increased our rate of productivity, but it has also resulted in a vast increase in electronic goods discarded into our waste stream. These devices are safe to use every day in our business, but when thrown away, can release heavy metals and other chemicals under certain conditions in the environment. Polaris is committed to following recognized industry standards and properly recycling electronic waste to help prevent environmental impacts and promote responsible stewardship.



WATER

Water is a vital resource and we are committed to utilizing it responsibly. We acknowledge that water quality and availability are local issues that require a localized approach, so we manage our operational water footprint through site-specific water stewardship plans. We have set out to put those plans in place across 100% of our manufacturing facilities.

Our common goal is to be good water stewards and to look for ways to improve our use of this natural resource by:

- Complying with local and national standards for wastewater discharge
- Understanding and controlling our operational water footprint
- Encouraging our employees to be water stewards

WATER CONSERVATION RESULTS

2021	2022	2023
115 million gallons	119 million gallons	117 million gallons







### TRANSPORTATION OF MATERIALS

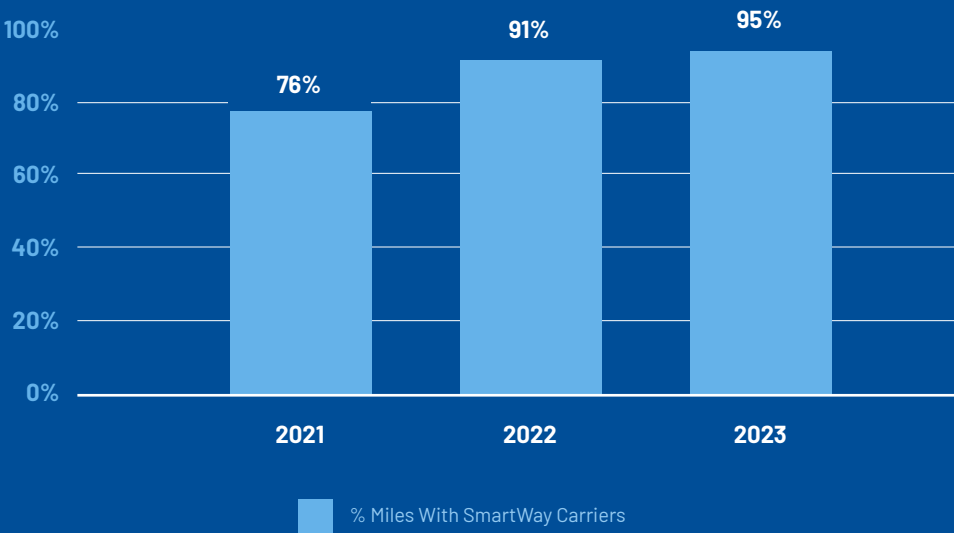
Our teams are continuously looking for ways to improve the fuel economy and reduce the GHG emissions associated with the vehicles used to transport our materials and finished goods. To address these challenges, Polaris is partnering with the U.S. Environmental Protection Agency (EPA) through participation in the voluntary public-private SmartWay program. For our on-road and off-road carriers in the U.S. and Canada, the program:

- Provides a comprehensive and well-recognized system for tracking, documenting and sharing information about fuel use and freight emissions across supply chains
- Helps companies identify and select more efficient freight carriers, transport modes, equipment and operational strategies to improve supply chain sustainability and lower costs from goods movement
- Supports global energy security and offsets environmental risk for companies and countries
- Reduces freight transportation-related emissions by accelerating the use of advanced fuel-saving technologies
- Is supported by major transportation industry associations, environmental groups, state and local governments, international agencies and the corporate community.

Polaris has seen success with this program to date. As of May 2023, 100% of our contracted truckload carriers were obligated to be SmartWay carriers. Participation in SmartWay has helped Polaris identify carriers and lanes with opportunities to improve CO2 scores, backhaul, equipment improvements and other efficiencies. Improvements include:

- Network and route design to maximize efficiency of routes and minimize miles driven
- Packaging optimization to enable increased trailer loading density
- Daily load planning to maximize fill of trailers and minimize number of trucks on the road

Polaris has steadily increased the percentage of miles driven with SmartWay carriers, as shown in the graph below.



### AIR

Polaris actively deploys control strategies to improve and manage the emissions from its emission generating operations. Our pollution prevention approaches include investigating the use of lower volatile organic compound (VOC) emitting raw materials or fuels, installation of pollution control technologies and driving efficiency improvements in our existing processes.

#### AIR POLLUTANT EMISSIONS RESULTS

	2021	2022	2023
Total Volatile Organic Compounds (VOCs) Emitted (Tons)	931	849	568
Total Sulfur Oxides (SO2) Emitted (Tons)	1.8	2.2	2.3
Total Nitrogen Oxides (NOx) Emitted (Tons)	71.6	70.6	72.6

### Environmental Compliance

The principles of our EHS policy are implemented through internal guidelines and standard operating procedures. We are committed to ethical business practices and governance standards. We regularly report our environmental performance to key stakeholder groups as required by federal, state and local laws.

#### ENVIRONMENTAL COMPLIANCE PERFORMANCE

	2021	2022	2023
Inspections	23	12	10
Spills	2	0	0
Notices of Violation	1	1	1
Fines / Penalties	Marine Waste Violation: \$18,600	Marine Air Violation: \$9,400	Roseau Air Permitting Violation: \$6,500



# Responsible Supply Chain Management

Polaris strives to have a robust supply chain management and data collection process that supports a responsible, ethical and diverse global supply chain.

## Our Approach

Our scalable, five-phase maturation plan guides our journey as we continue to refine our responsible sourcing processes, allowing us to expand our data collection and management to cover additional sourcing discipline areas, such as diversity, environment, anti-bribery, anti-corruption and more.

## SUPPLY CHAIN FIVE-PHASE MATURATION PLAN



**PHASE 1:**  
Initiation



**PHASE 2:**  
Acquiring



**PHASE 3:**  
Auditing



**PHASE 4:**  
Sustaining



**PHASE 5:**  
Continuous  
Improvement



**Diligent**

### EXTERNAL INSIGHT AND EXPERTISE: ABOUT DILIGENT

Polaris partners with Diligent — a global leader in ethics and compliance management — to screen current suppliers against set risk criteria.



### EXTERNAL INSIGHT AND EXPERTISE: ABOUT ASSENT COMPLIANCE

Polaris has a multi-year partnership with Assent Compliance as our primary supplier data collection partner across our entire supply chain. They assist us in regulatory guidance and scalable supply chain data collection for various areas, including substance compliance and ESG data. We use this data to drive compliance in our products.

## Our Progress

We remain focused on maintaining our rigorous supply chain management processes. In 2023, we built upon the compliance assessment we completed in 2022 around specific risk indicators, including due diligence reviews in partnership with Diligent (formerly Steele Compliance) to check our current known supplier list against third-party databases, screening for reputational and business risks.

We utilize our supplier performance scorecard to help us determine where there is opportunity for improvement. The scorecard includes measurements related to quality, delivery, product development and cost, helping us identify areas that are working well and areas that may need to be addressed.

In 2023, we worked with Assent Compliance and Sayari to enhance our supplier screening and due diligence programs. Our efforts in 2023 also focused on understanding and working to comply with new and updated global environmental standards, regulations and directives applicable to our products, such as California Prop 65, CTPAT, REACH, RoHS, TSCA and the EU Waste Framework Directive. For details about other compliance topics, see the Ethics & Compliance content in the [THINK PEOPLE](#) section of this report and our policies described in the report [Appendix](#).

## SUPPLIER ONBOARDING PROCESS

When bringing on a new supplier, Polaris facilitates a review of key metrics including manufacturing processes and finances during the onboarding process to check for potential issues at the start of the relationship.

## SUPPLIER SURVEYS

Partnering with Assent, Polaris conducts surveys of our supply base to collect data on their understanding of and compliance with ESG measures and protocols. These surveys cover topics ranging from bribery and corruption, labor rights, business continuity, environmental policies, and health and safety, and responses are followed up with as needed to gain additional information.

## Next Steps

In 2024, we will be launching an updated supplier relationship management tool that will centralize supplier onboarding, supplier profile management, supplier risk management, sourcing event management and contract lifecycle management for much of our business in one platform, while also adding critical new capabilities to help us continue improving our processes and procedures. Additionally, continued work with Assent will also allow for real-time risk and corrective actions management.





# THINK PLACES

Positively impacting land and water through  
stewardship and responsible riding

## IN THIS SECTION:

- Responsible Riding
- Stewardship

## MATERIAL TOPICS:



LAND AND WATER  
IMPACT



RIDER SAFETY  
& PRODUCT USE





# PROTECT WHERE WE RIDE

We are committed to promoting responsible riding practices and advancing stewardship initiatives that help protect and care for our natural resources.

# Protecting Where We Ride

## Our Approach

Our ability to THINK OUTSIDE is driven by being good stewards of the environment. As a responsible corporate citizen, Polaris believes in protecting natural resources and the environment.

Protecting where people ride starts with taking care of these spaces and helping to enable access for the enjoyment of generations to come. We educate riders and work with partners to protect land and water through environmental stewardship and conservation initiatives globally. Our approach includes two main focus areas:

- **Responsible Riding** — promoting safe, responsible riding practices across the powersports community
- **Stewardship** — advancing initiatives that help care for the outdoor places where people enjoy using our products

# Responsible Riding

## Our Progress

Polaris continued efforts to encourage those who ride our vehicles to do so safely and in a manner that minimizes environmental impact. From customer-focused content to employee training on best riding practices, we educate riders about how to use our products responsibly. We also use [Polaris.com](#) as a hub for various safety initiatives, from guidance on trail maintenance and riding etiquette, to industry resources offering recreation tips, videos, online courses and stewardship events.

Local ride clubs play an important role in encouraging people to be good stewards of the land and practice trail etiquette, such as staying on designated trails to avoid erosion and impact on vegetation. Many ride clubs — which are often made up almost entirely of volunteers — organize regular trail clean-up and maintenance days, some of which are supported by Polaris (see TRAILS GRANTS story on page 62), to keep trails in good condition, help avoid erosion and enable trails to continue being used safely. Polaris dealers also bring together riders to help promote responsible riding and land stewardship (see story on page 65). Learn more about how Polaris supports safe and responsible riding practices on our [website](#) and the [THINK PLACES page](#).



# Protect Where We Ride

Here is a sampling of the safe and responsible riding tips we share with riders through our website, social media, email and beyond

## SNOW



GEAR UP



KNOW YOUR TERRAIN



CHECK YOUR FUEL



PACK OUT WHAT YOU PACK IN



RIDE TO YOUR LEVEL

## MARINE



SHARE THE WATER



TAKE A CLASS



AVOID SENSITIVE AREAS



WATCH THE WEATHER



STAY ALERT & SOBER

## ON ROAD



OBEY THE RULES



PRE-FLIGHT YOUR TRIP



WATCH THE ROAD



RESPECT THE RIGHTS OF OTHERS



CHECK YOUR RIDE

## OFF ROAD



RIDE WHERE YOU SHOULD



GEAR UP FOR A SAFE RIDE



MAKE SURE ORVs ARE AGE APPROPRIATE



NEVER MIX ORVs & ALCOHOL



KEEP NOISE & DUST DOWN

# Stewardship

## POSITIVE IMPACT

We seek to have a positive impact on the outdoor places where people use our products to enjoy nature and embrace new experiences.

### Our Approach

At Polaris, we recognize that the success of our business depends upon continued access to the places where we ride, and that we should be good stewards of the natural resources we use to produce and enjoy our products. Our 2035 environmental goals — focused on water stewardship, renewable energy, and reduction of GHG emissions and waste — are part of our stewardship commitment to care for the places where we live, work, play and THINK OUTSIDE. Learn more about how we are making progress toward our environmental goals in the [THINK PRODUCTION](#) section of this report.

To be good stewards of land and water, we also support environmentally focused initiatives through our philanthropic giving. We consider a variety of stewardship funding requests each year. These requests are reviewed monthly by a cross-functional committee, which includes members from each of the company's global business units as well as multiple functional areas. Larger dollar value proposals are also reviewed by the Executive Polaris Foundation Board (see details in the [THINK PEOPLE](#) section.) In addition to Polaris Foundation funded items, the company's global business units also support stewardship initiatives such as American Sand Association and Ducks Unlimited.

Polaris Foundation funding is directed to support four focus areas: Community Development; Environment; Youth Safety; and Diversity, Equity & Inclusion. Learn more about the Polaris Foundation in the [THINK PEOPLE](#) section of this report.

### Our Progress

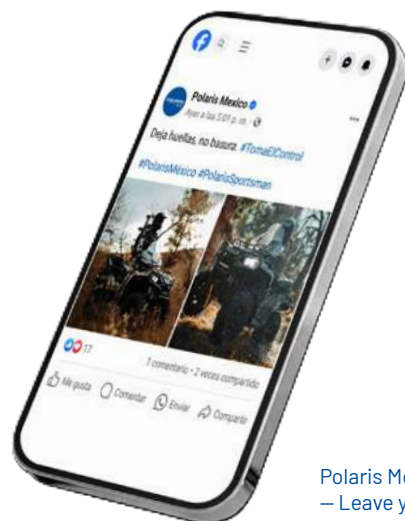
We worked with a variety of partners across North America in 2023 to conserve natural habitats and resources.

### PARTNERING WITH TREAD LIGHTLY!

As part of our ongoing partnership with Tread Lightly! — a U.S.-based nonprofit dedicated to promoting responsible outdoor recreation — our Polaris Adventures network of over 250 powersports Outfitters are enrolled as Tread Lightly! members if they operate off-road vehicles, joining forces to support its mission to protect public lands through stewardship projects and responsible recreation education. This year, Tread Lightly! and volunteers from Hamilton's North Coast Adventures, a Polaris Adventures Outfitter in Ontonagon, Michigan, spent two days installing information kiosks and new signage at the new Polaris electric ORV charging stations in Michigan's Upper Peninsula to help educate riders on where to ride. See page 65 for more details.

### PROMOTING RESPONSIBLE RIDING IN MEXICO

In 2023, our Polaris Mexico team implemented a social media campaign to raise awareness among ORV owners about responsible riding practices. Using the hashtag #tomaelcontrol, the Facebook and Instagram campaign promoted responsible riding practices and taking care of the environment as well as use of proper protective gear.



Polaris Mexico social media post: Deja huellas, no basura — Leave your mark, not trash.



As a Tread Lightly! partner, Polaris encourages everyone to ride in a manner that helps keep outdoor recreation areas beautiful, healthy and accessible.





## POLARIS FUND FOR OUTDOOR RECREATION GRANTS

### Our Approach

In 2021 The Polaris Foundation announced a partnership with the [National Forest Foundation](#), donating \$5 million over five years to create the Polaris Fund for Outdoor Recreation. The Fund awards grants to support trail restoration, protect watersheds and improve wildlife habitat projects that will continue to facilitate a greater outdoors experience for all. The partnership showcases both organizations' passion for outdoor recreation and restoration and commitment to building up public lands.

### Our Progress

**Coconino National Forest in Arizona** – Helping protect local habitat in the Kelly Motorized Trail system through the installation of signage, including maps, regulations and safety information, and off-highway vehicle safety guidelines.

**Grand Mesa, Uncompahgre and Gunnison National Forests in Colorado** – Supporting work to restore and reopen the historic Palisade Wall on the Alpine Tunner Road to restore public access to an area damaged by an avalanche.

**Green Mountain National Forest in Vermont** – Funding to address drainage issues and reduce erosion concerns to benefit users, safeguard water resources and protect critical habitats for species.



Since 2006, Polaris has donated more than \$3.3 million to over 370 off-road vehicle, ATV and snow organizations through the TRAILS GRANTS program.

### TRAILS GRANTS Surpass \$3.3 Million

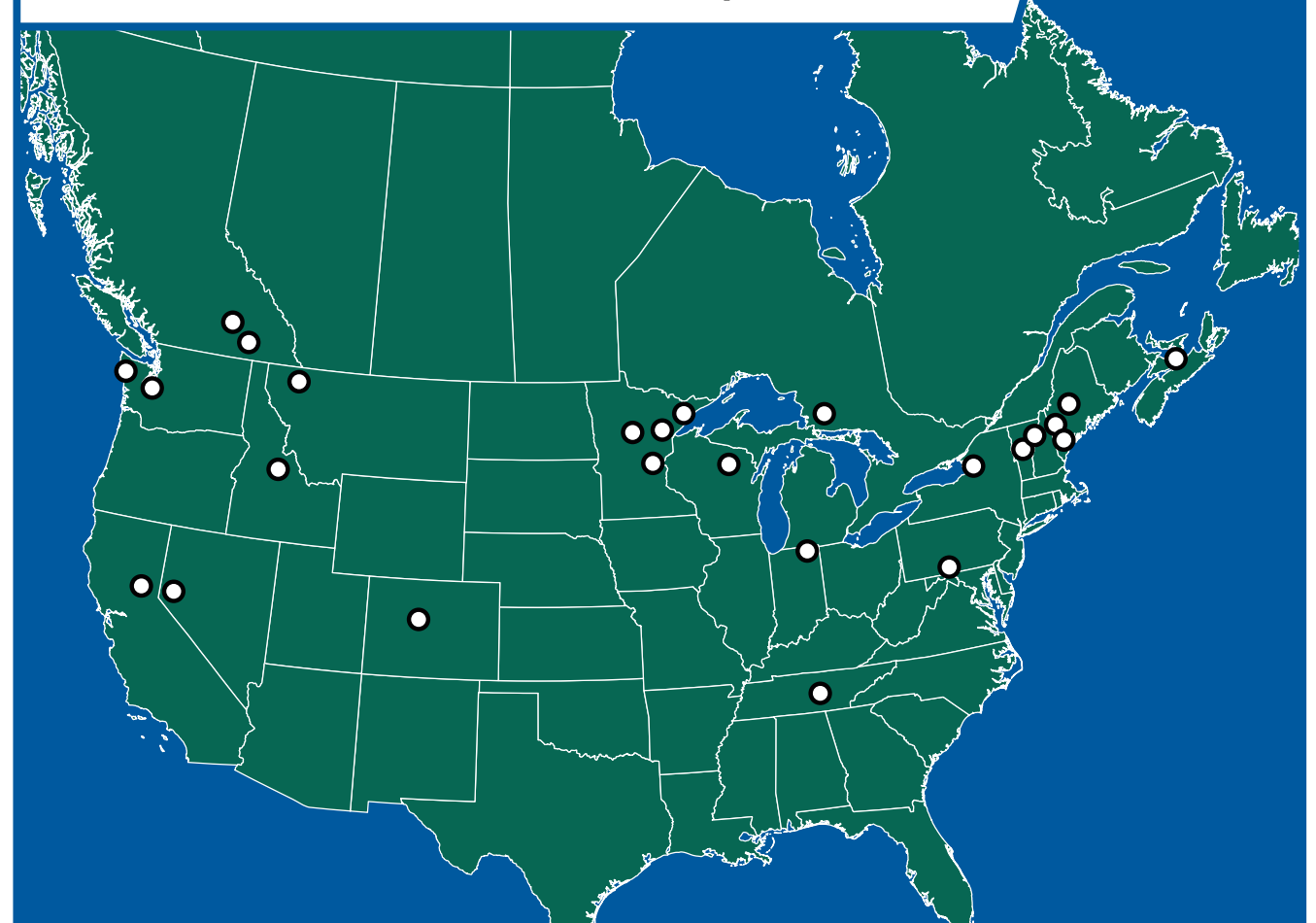
Polaris remains committed to developing and improving off-road trail systems through our [TRAILS GRANTS program](#). In 2023, we donated nearly \$225,000 to support trail stewardship and rider education efforts of local riding groups across the United States and Canada who are the backbone of the off-roading and snowmobiling communities. The program provided 25 grants in 2023 to off-road, ATV and snowmobile nonprofits to promote safe and responsible riding and support trail preservation and access.

Learn more about the grants we announced in [April](#) and [November](#) 2023.



2023

## TRAILS GRANT Recipients



### DOLLARS DONATED

**2023:** ~\$225,000 to 25 organizations – **Since 2006:** +\$3.3M to nearly 370 organizations

### Spring 2023

- 1 All American Heroes Foundation – Roy, Washington
- 2 Coalmont OHV Park Inc. – Coalmont, Tennessee
- 3 Elkhart County 4-H ATV Club – Goshen, Indiana
- 4 Elliot Lake ATV Club – Elliot Lake, Ontario, Canada
- 5 Friends of the Flathead Snowmobile Association – Bigfork, Montana
- 6 High Fives Nonprofit Foundation – Truckee, California
- 7 Maryland Off-Highway Vehicle Alliance Inc. – Keedysville, Maryland
- 8 Mollyrockett Sportsman's Club – West Paris, Maine
- 9 Nevada Offroad Association – Carson City, Nevada
- 10 Penticton Sno-Trackers Snowmobile Club – Penticton, BC, Canada
- 11 Pictou County Trails Association – Pictou, Nova Scotia, Canada
- 12 Pulaski-Boylston Snowmobile Club Inc. – Pulaski, New York
- 13 Washington DNR Olympic Region Recreation – Forks, Washington
- 14 Western Trails Conservancy LTD – Clayton, Idaho

### Fall 2023

- 15 Grand Lake Trail Grooming Inc. – Grand Lake, Colorado
- 16 Lexington Highlanders Snowmobile Club – Lexington Township, Maine
- 17 Mollyockett Sportsman's Club – West Paris, Maine
- 18 Alborn Sno-Devils Inc – Alborn, Minnesota
- 19 Woodtick Wheelers ATV/OHV Club – Hackensack, Minnesota
- 20 Lutsen TrailBreakers Snowmobile Club – Lutsen, Minnesota
- 21 E C Riders Snowmobile Club Inc. – Mora, Minnesota
- 22 Great North Woods Riders ATV Club – Pittsburg, New Hampshire
- 23 Sno-Bees Snowmobile Club Inc. – Barre, Vermont
- 24 Sno-Eagles Inc. – Eagle River, Wisconsin
- 25 Thompson Valley ORV Club – Kamloops, British Columbia, Canada



# POLARIS VOICES

## PERSPECTIVES FROM 2023 POLARIS FUND FOR OUTDOOR RECREATION AND TRAILS GRANT RECIPIENTS

A collection of partners shared their perspectives on the positive impact Polaris funding had in supporting outdoor recreation and conservation.



**//** *Our club maintains over 175 miles of trails; however, we lost all of our trail maintenance equipment and signs in a fire last winter. This funding will get us back on track with our trail maintenance program and we are already looking forward to next spring's trail work with some new equipment."*

– **Curtis Riffel**, President, Thompson Valley ORV Club, Kamloops, British Columbia, Canada, 2023 TRAILS GRANT recipient

**//** *The recent growth of outdoor recreation seekers, especially motorized recreation, is wonderful to see but it has been difficult to keep up with this trend and provide visitors with the best experience we can offer. Working with partners like the National Forest Foundation and Polaris has allowed us to improve access and promote responsible riding on the Kelly Moto Trail system. These partnerships help us to make considerable improvements in highly visited areas of the Coconino National Forest and are essential as this growth continues. Thank you!"*

– **Matt Sommer**, Volunteer Coordinator, Flagstaff Ranger District, Coconino National Forest, Flagstaff, Arizona, 2023 Polaris Fund for Outdoor Recreation Grant recipient



**//** *The severe storms and torrential rains this summer wiped out our trails – over 50% of our trail system was devastated. Polaris was there to help with a generous grant. We would not have been able to start fixing our system this year without it."*

– **Dianne Matott**, President, Great North Woods Riders ATV Club, Pittsburg, New Hampshire, 2023 TRAILS GRANT recipient



**//** *Thank you for your generous financial support for the new 'Off-Ramp' trail at the Foothills ORV Trail System here in Port Angeles, Washington. Our trail crew, along with crews from Washington Conservation Corps and Northwest Youth Corps, completed the construction of the trail in about six weeks. Grant funds from Polaris allowed us to rent equipment and purchase materials necessary for the construction. Your generosity has had a big impact on our trail system and the users that come here to recreate."*

– **Erik Halfacre**, Recreation Specialist, Washington Department of Natural Resources Olympic Region Recreation, Forks, Washington, 2023 TRAILS GRANT recipient

## DEALER IMPACT

Polaris dealers play an important role in supporting responsible riding and land stewardship. Brunswick Powersports in Beresford, New Brunswick, Canada brings together its community of local riders twice a year for a daylong ATV ride and fundraiser. Following the October 2023 event with 290 riders, Brunswick donated funds, along with half of the event entrance fees, to help local ATV clubs with trail maintenance costs, signage and construction of a bridge connecting two trail sections.



## ROAD DAYS FOR RESPONSIBLE RIDING: CLUB POLARIS IN FRANCE

Club Polaris, Polaris' official French riding club for ORVs, participated in "La Journée des Chemins" (Trail Days) in 2023, as it has for many years. The club encouraged members to organize projects focused on reopening and maintaining rural roads and preserving the environment so residents can safely enjoy outdoor activities, including mountain biking, horseback riding and hunting as well as motorcycle and off-road riding.

## EMPLOYEE IMPACT

Polaris encourages employees to find meaningful ways to help protect our natural resources and make a difference — for the planet and for the company. Listed here are examples of the impact our employees had in 2023.

### Partnership with Ciclica: Polaris Mexico

In 2023, Polaris Mexico continued to work with Ciclica, a nonprofit organization that focuses on river cleanups and reforestation projects. With support from dealerships across the country, Polaris Mexico participated in clean-up events and provided vehicle loans for use in Ciclica's projects, helping to raise awareness about how Polaris vehicles can be used to support the environment.

### Ocean Cleanup: Vietnam

The Polaris NorthStar Precision Vietnam team partnered with the Reborn Décor project, part of the Young Southeast Asia Leaders Initiative, to organize a plastic waste collection event at the Sam Son Beach in Thanh Hoa. The team collected waste to be recycled and transformed into innovative and useful products, such as photo frames, key chains and coasters, which were exhibited at the NorthStar Precision Vietnam facility, the University of Architecture Ho Chi Minh City, the Reborn Décor Green Exhibition and ASEAN Green Exhibition.

## EV CHARGING NETWORK FOR ORVS: MICHIGAN

Polaris developed a first-of-its-kind off-road EV charging network in the Upper Peninsula of Michigan in partnership with a Mobility Public-Private Partnership and Programming grant from the State of Michigan. This network of four rural charging stations with 16 chargers, opened in October 2023, extends the range for electric ORVs, such as the new RANGER XP Kinetic that is available for local riders to experience through Polaris Adventures Outfitter Hamilton's North Coast Adventures. See [THINK PRODUCT](#) pages 30–31 for more information about the RANGER XP Kinetic and the Emergency Response Guide shared with emergency services professionals across Ontonagon County in Michigan.





## ONGOING ENVIRONMENTAL PARTNERSHIPS

Polaris supports a variety of organizations focused on protecting and preserving access to natural spaces. In 2023, Polaris supported the American Sand Association, a valued conservation partner, with two RZR vehicle donations and participated in a dune clean-up even to support efforts to keep land access open for riders.

Through funding and vehicle donations in 2023, Polaris supported conservation work led by the following partners:



### [American Sand Association](#)

Protecting off-highway access to the Imperial Sand Dunes Recreation Area and the right to ride on public lands in a responsible, environmentally balanced manner.



### [Pheasants Forever](#)

Conserving pheasants, quail and other wildlife through habitat improvement, public awareness, education and land management programs.



### [Delta Waterfowl](#)

Working to support the duck population and sustain the tradition of duck hunting in North America.



### [Ducks Unlimited](#)

Supporting the conservation of wetlands for ducks.



### [National Marine Manufacturers Association](#)

Working to strengthen and grow the recreational boating industry and provide access to safe bodies of water.



### [Waterfowl for Warriors](#)

Supporting organized hunting excursions for current and former service members and first responders.

## Next Steps

Our focus on being good stewards of the outdoors will continue to be guided by our Geared For Good framework and how we strategically consider ESG topics across our company. Looking ahead, we will continue to develop our stewardship strategy for conserving key land and water areas, leveraging our relationships with customers to raise awareness of stewardship activities and building upon our existing partnerships.

In 2024, we will work with NFF to select additional projects that will be supported by the Polaris Fund for Outdoor Recreation, as well as providing TRAILS GRANTS and resources to further the conservation work of our environmental partnerships. We will continue to support opportunities that align with our [THINK PLACES](#) principles of positively impacting land and water through stewardship and responsible riding.





# THINK PEOPLE

Putting employees, customers, dealers and the communities where we live and work at the center of what we do



## IN THIS SECTION:

- Rider Safety
- Ethics and Compliance
- Employee Support
- Community Support
- Dealer Support

## MATERIAL TOPICS:



RIDER SAFETY &  
PRODUCT USE



TALENT ENGAGEMENT,  
DEVELOPMENT &  
WELLBEING





## Rider Safety

Through education, safe riding experiences, dealer information, marketing/communication campaigns, technology and more, we promote safe riding and proper operation of our vehicles with new and experienced riders as they embrace opportunities to THINK OUTSIDE.

### Employee Rider Safety

#### Our Approach

Riding is an important part of Polaris' culture. To understand the riding experience, we provide employees with opportunities to experience Polaris products through work as well as encourage them to seek out their own ways to THINK OUTSIDE. Whether riding for work or play, operating vehicles in a safe and responsible manner is our top priority, and we have developed a rider safety program that works to inform and engage employees on best practices in four areas: common riding best practices; education and training; policy requirements; and Safety Always ride culture. Employee rider safety and product-use training are covered by our Rider Safety Policy, available to all employees via our company intranet.

#### Our Progress

Throughout 2023, we continued online and in-person employee training, doubling our number of certified ATV and SxS trainers available to host courses. We rolled out new trainings to drive awareness and to help employees master the fundamentals of riding and advance their existing skills. Our goal is to keep safety at the forefront for employees both in the workplace and when enjoying their own adventures outdoors. Highlights are included within this section; for more detailed descriptions of our programs, see our [2022](#) and [2021](#) Geared for Good reports.

We also released an updated Rider Safety Policy with gear requirements that align with our vehicle owner's manuals, new training requirements to better qualify riders, and kicked off a Rider Safety Campaign (see page 72) to promote awareness of our Safety Always ride culture. These efforts have helped create a strong culture of safety and employees who are passionate about learning, adopting and advocating on the topic.



## ARRIVAL RIDER SAFETY AND WAIVER PORTAL

Using our ARRIVAL Employee and Guest Rider Safety portal, employees can store their rider safety related documentation — safety training certificates, endorsements and insurance information — in a secure, reliable and central location. In 2023, the Rider Safety Team held a 10-week challenge for Polaris and contract employees designed to increase awareness of our online ARRIVAL Employee documentation system. The challenge was designed to foster accountability, award employees for engagement and drive continuous learning. More than 1,500 legal ride waivers were signed — five times the amount signed during the same timeframe in 2022 — and 3,525 new training certificates were uploaded.



## EMPLOYEE TRAINING

We provide a variety of safety trainings to employees, either directly or through approved partners aligned with our Rider Safety Policy. In 2023, we:

- Launched a Rider Safety Awareness Campaign to further educate employees on safe, responsible product operation. Employees received regular updates on a variety of topics, including Rider Safety Policy reminders, required gear, how to help kids ride safely, rules of the road, avalanche training and more. Driven by Polaris Rider Safety Golden Rules, employees are encouraged to learn, adopt and share rider safety best practices.
- Increased the number of ATV and SxS trainers globally, adding 32 employee volunteers to the Polaris rider safety trainer workforce. These employee volunteers average 100 hours spent with the program annually.
- Required CPR and First Aid, Wilderness and Avalanche Rescue training for the snow engineering team that rides in remote mountain areas so they have the skills and tools needed for ride planning and emergency response. More than 200 employees completed a course in 2023, helping us build the framework for an on-site rescue program at Polaris locations.
- Launched a SxS hands-on training program at six Polaris locations in India, Switzerland and the U.S. and trained a record-high number of employees in Off Road, reaching more than 1,300 people across Polaris locations in a single season.

We offer employee safety training courses across our product lines, including ATV, SxS, snowmobiles and motorcycles, as well as online through University of Polaris.

## GOLDEN RULES OF RIDER SAFETY

- 1** Complete Safety Training Before the Ride
- 2** Read and Follow the Owner's Manual
- 3** Perform a Pre-Ride Vehicle Inspection
- 4** Wear the Required Gear, Always!
- 5** Create a Ride and Emergency Plan
- 6** Inform Guests of Rider Safety Policy
- 7** Always Ride within Your Ability
- 8** Rider Sober and Free of Distractions
- 9** Abide by All Laws. TREAD Lightly!
- 10** SPEAK UP! Safety Always Culture

## EXPERIENCE POLARIS OUTSIDE FLEETS

Polaris offers Experience Polaris Outside (EXPO) fleets at nine Polaris locations across the United States. These fleets provide individual employees and teams with the opportunity to experience newer Polaris products in an easy, safe and accessible way after completing the proper safety trainings and share feedback on the vehicles to help further enhance and inform product quality and safety.

## POLARIS GROUP RIDING BEST PRACTICES

We provide a variety of resources to help employees plan rides, conduct safety talks and educate participants on safe and responsible riding practices centered around Polaris' Rider Safety Policy, which establishes group riding requirements that outline the roles and responsibilities for employees leading a group event using Polaris vehicles.

## Next Steps

In 2024, we plan to develop additional trainings for motorcycle, ATV, SxS and Snow to build upon our current library of offerings. We plan to review and enhance our incident tracking systems to identify trends that can help inform future training and development areas. We will also continue our efforts to drive rider safety awareness and employee engagement through ongoing campaigns.

## EXTERNAL INSIGHT AND EXPERTISE: RIDER SAFETY

We partner with industry experts to develop rider safety content. Some of our key partners include:



[State Departments of Natural Resources](#)



[National Off-Highway Vehicle Conservation Council](#)



[American Institute for Avalanche Research and Education \(AIARE\)](#)



[TreadLightly!](#)



[Motorcycle Safety Foundation \(MSF\)](#)



[International Snowmobile Manufacturers Association \(ISMA\)](#)



[Recreational Off-Highway Vehicle Association \(ROHVA\)](#)



[Motorcycle Industry Council](#)



[American Council of Snowmobile Associations \(ACSA\)](#)



[ATV Safety Institute \(ASI\)](#)



[Avalanche.org](#)



[Discover Boating](#)



## Customer Rider Safety

At Polaris, we care deeply about the safety of our customers. We are committed to providing our riders with safe, quality products (see the [THINK PRODUCT](#) section for details) and encourage and promote safe riding practices so that riders may enjoy their experience time and time again.

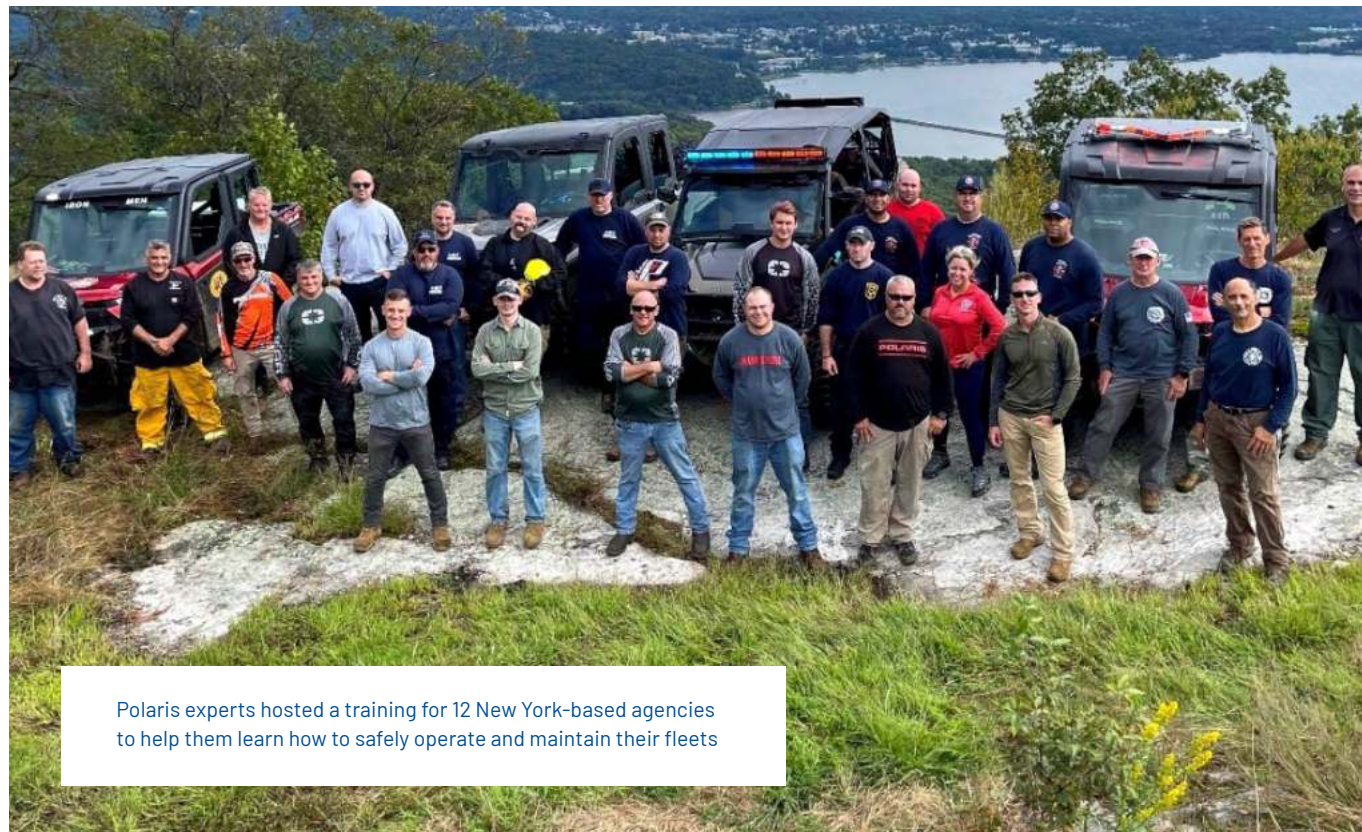
### SAFE RIDING RESOURCES

#### Our Approach

Sharing Polaris' passion for safe riding with our customers is demonstrated through materials like our owners' manuals, online video content, pre-ride safety videos and the database of articles in our online Help Center. These resources help educate riders about safe and responsible vehicle use, maintenance and transport, as well as the usage and replacement criteria for helmets and other protective gear and apparel.

#### Our Progress

- **Safety content on Polaris.com:** Online videos continue to feature safe and responsible riding fundamentals for a variety of scenarios and terrains, like [trailer](#) and [avalanche safety](#).
- **Safety awareness campaign:** Shared during National Motorsports Awareness Month in August, information highlighted gear for safe riding from Polaris experts.
- **Safety and maintenance training courses:** As part of our vehicle sustainment program, we offer courses to give our government and defense customers the tools they need to maintain and operate their vehicles independently. In 2023, we again hosted a multi-day session in Pound Ridge, New York, for 12 emergency response departments to receive hands-on training in safe vehicle field operation and proper maintenance.
- **Trail Talk:** This YouTube series, which is featured on the Polaris Off Road channel, helps new owners learn responsible riding and vehicle maintenance best practices.



Polaris experts hosted a training for 12 New York-based agencies to help them learn how to safely operate and maintain their fleets

## YOUTH SAFETY

### Our Approach

We are proud to offer the industry's largest lineup of youth vehicles, and we believe that along with our leading market presence comes an opportunity and responsibility to reinforce youth safety. We make it clear that it is necessary to have adult supervision while youth vehicles are in use, and we provide education on the correct gear and riding practices. We also support youth safety initiatives through a variety of partners, including national organizations, local and grassroots off-road clubs, and more. We also offer employee-led safe riding training for youth riders of ORV products onsite at Polaris and at local events.

### Our Progress

The [Polaris Foundation](#) provided funding in 2023 to the Minnesota 4-H and the Progressive Agriculture Foundation Partnership to help advance safe and responsible riding practices among young riders.



## YOUTH SAFETY PARTNERSHIPS



### Minnesota 4-H

Polaris is proud to partner with Minnesota 4-H to help advance safety and youth leadership through support of 4-H's youth ATV safety education programs. Polaris donations in 2023 allowed Minnesota 4-H to increase their efforts to educate youth and adult volunteers about how to enjoy the outdoors safely and responsibly. Our ATV safety messages have been shared with thousands of youth through Minnesota Department of Natural Resources certification courses; safety days; and state, county and local fairs. To promote environmental stewardship and conservation, we launched a campaign to share information through the ATV safety program about protecting Minnesota lands and waters through responsible riding practices.

#### 2023 Impact:

- Conducted nearly 50 Youth ATV Certification Courses
- Approximately 250,000 attendees visited the 4-H Outdoor Adventure/ATV Safety area at the Minnesota State Fair



### Progressive Agriculture Safety Day® Program

#### Progressive Agriculture Safety Day® Program

In 2023, Polaris expanded its partnership with the Progressive Agriculture Foundation (PAF) to strengthen education efforts for children focused on safe riding practices for all-terrain vehicles (ATVs) and utility task vehicles (UTVs) through the PAF Safety Day program. Polaris has partnered with PAF since 2019, providing ongoing support for the nearly 400 Safety Day programs held throughout the United States and Canada to promote safe practices and help avoid preventable accidents involving children and young adults in agriculture and farming. ATV/UTV safety is currently the most requested topic for this event.

#### 2023 Impact:

- Held more than 350 ATV/UTX in-person PAF Safety Days sessions, reaching over 120,000 participants — a 190% increase from 2022
- Conducted ATV/UTV demonstrations at 10 farm shows across the U.S.
- Facilitated 31 ATV/UTV-specific safety posts with foundation social channels



# Ethics and Compliance

At Polaris, we have built a culture centered around integrity and are committed to doing business the right way – every day.

## Our Approach

Polaris maintains high standards of ethical behavior. To do so, we clearly communicate our [Code of Business Conduct and Ethics](#), [Supplier Code of Conduct](#) and [Human Rights Policy](#) internally and externally. We conduct internal assessments of our highest risk areas on an ongoing basis to track and reinforce compliance with these policies. We ask all our employees who take our online annual Code of Conduct training to attest that they are conducting business in compliance with the Code and that any known violations of the Code have been reported to their manager or to the EthicsPoint Hotline. For details about compliance with our Supplier Code of Conduct, see the Responsible Sourcing content in the [THINK PRODUCTION](#) section of this report.

# 99.7%

OF OUR EMPLOYEES  
COMPLETED ANNUAL  
CODE OF CONDUCT  
TRAINING IN 2023.\*

\*Includes salaried employees with company computer access; separate training is provided to hourly employees.



## Our Progress

Our robust ethics and compliance program is designed to support the company's growth, with the elements of our program designed to comply with regulatory best practices. We assess our program with input from external subject matter experts to determine how our proxy peers and other companies are developing their programs. This allows us to tailor our program to risks specific to our industry.

As our company grows globally, we are focused on better understanding our business partners (learn more about our supplier relationship management and audit process in the [THINK PRODUCTION](#) section). We also are working to mitigate risks in our international manufacturing locations and building out our ethics and compliance teams.

We continue taking steps to make it easier for employees around the world to report concerns to our EthicsPoint Hotline – which serves as a resource for employees globally to report concerns and provides a common process to evaluate reports – including providing telephone numbers that can be dialed locally and are answered by people speaking the local language. Employees globally can access our Code of Conduct in nine languages, related materials, policies, trainings, case studies and other tools in a central repository of ethics and compliance materials on the Polaris Hub intranet site. Ethical behavior is encouraged, and materials are posted in our manufacturing locations in multiple languages so employees can better understand expectations and are prepared to comply with our Code of Conduct. We continue building a network of compliance champions across the world to help us communicate in culturally appropriate ways and let us know how we can support employees who are looking for guidance on issues related to the Code of Conduct or ethics and compliance generally.

See the report [Appendix](#) for information about related topics, including our Supplier Code of Conduct, Human Rights Policy, Conflict Minerals Policy, substance compliance, compliance with the U.K. Modern Slavery Act, privacy, data protection and cybersecurity.

# Employee Support

## EMPLOYEE WELLBEING

Investing in our team and helping them to reach their full potential is core to Polaris, and we strive to offer comprehensive wellbeing programs that reflect the broad needs of our employees while furthering initiatives for employee engagement and development.



## Our Approach

From the benefits we provide, to the programs that support our employees and their families, to helping employees learn, grow and excel at every stage of their careers, the aspects of wellbeing can mean something different to each employee. It is for this reason that we take a comprehensive approach when it comes to our focus on employee wellbeing.

## HEALTH AND WELLNESS

Polaris offers comprehensive health care benefits as well as wellness counseling, mental health and parenting resources. Our workplace has also evolved along with the changing landscape to offer employees in many roles more flexibility and hybrid workplace options, depending on the nature of their work.

In 2023, we focused on engagement, satisfaction and the impact of our health and wellness programs, implementing measurement tools to help us review the data and make sure each program is as effective and meaningful for employees as possible. Participation in programs like the weight management and diabetes prevention and diabetes management programs offered saw increased participation, while mental wellness support and crisis response services program saw decreased utilization with high rates of success, likely as stress lessens post-pandemic. We also rolled out enhancements to our vacation policy, a cancer awareness campaign, musculoskeletal therapy offerings, and a wellness and pharmacist health coach that provides one-to-one support for nutrition, sleep, movement, medications and emotional wellbeing.







## FINANCIAL BENEFITS

Polaris provides competitive pay, an Employee Stock Ownership Plan (ESOP), employee profit sharing, a 401(k) employer match, our award-winning financial wellness program and a new, comprehensive Polaris Retirement Guide to support employees on their financial wealth accumulation journey. Led by the Financial Wellness team at Compass Financial Partners and complemented by Fidelity and Polaris, specialized quarterly sessions in 2023 based on employee input were offered on regaining financial stability, optimizing tax management, maximizing retirement savings, Medicare and Social Security retirement benefits, and ESOP diversification.

### Tuition Reimbursement

Continuous improvement and education are highly valued at Polaris, so we provide financial assistance to help employees achieve their personal and professional goals through our tuition reimbursement program. In 2023, Polaris provided more than \$620,000 in tuition reimbursement.

## POLARIS FOUNDATION PROGRAMS

The Polaris Foundation offers additional programs to support Polaris employees and their families as they pursue continuing education or experience financial hardships.

### Polaris Scholarships

Our longstanding Polaris Scholarship Program helps offset the costs of postsecondary education for the dependents of Polaris employees. The program provides financial support for full-time study at an accredited two- or four-year college, university, or vocational or technical school.

### Employee Assistance Fund

Polaris supports our employees in many ways, including during times of natural disaster and personal hardship. Launched in 2023, the Polaris Assistance Fund helps our employees around the world cope with unexpected setbacks that place financial stress on employees and their families. The Fund is administered by E4E Relief, a 501(c)(3) non-profit organization. Polaris employees may apply or donate through the Fund portal. In 2023, nearly \$120,000 in assistance was provided to employees through the Fund.

# \$253,000

THROUGH 116  
SCHOLARSHIPS  
AWARDED IN 2023

MORE THAN

# \$2.7

MILLION IN  
SCHOLARSHIPS  
AWARDED SINCE  
INCEPTION

# 96%

ENGAGEMENT SURVEY  
RESPONSE RATE

# 86%

ENGAGEMENT SCORE

## EMPLOYEE ENGAGEMENT

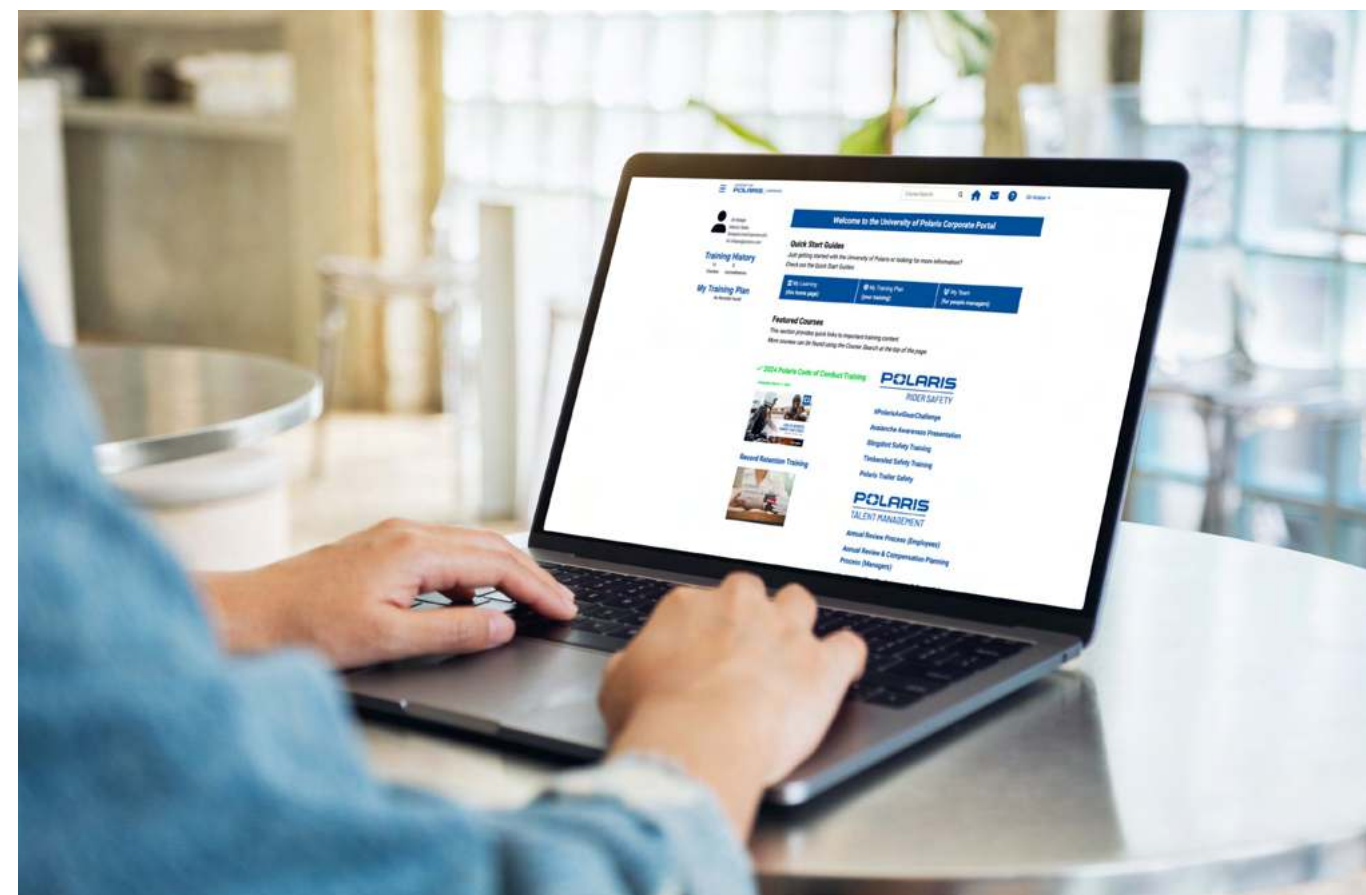
Our relationship with our employees is key to Polaris' continued success. Every two years, we measure employee engagement through an employee survey, enabling us to gauge our progress, form action teams to continually improve on identified opportunities, understand employee motivators and build our understanding of Polaris' culture. Partnering again with Mercer to conduct our third survey in 2023, our results showed:

- Engagement remains high across all levels
- Our scores remain best-in-class. Employees feel connected and motivated, supported and recognized, and appreciate the flexibility Polaris provides

### North Star News

The 2023 survey reinforced the need for us to find additional ways to connect with employees — particularly frontline and hourly workers who may not spend their workday at a computer. To help us enhance how we share news and connect employees to the happenings across Polaris, we launched North Star News through Firstup, a platform that allows for web and mobile access to companywide and location-specific information along with interactive functionality like campaigns, polls and other content to help engage employees. Since launching, Polaris has outperformed other Firstup users at a similar point in their launch journey:

- More than 13,000 Polaris employees reached through North Star News email and web/mobile platforms with 97% of users opening at least one post
- 79% of global online employees registered on web or mobile platforms
- 40% of U.S. frontline workers have registered on the mobile app





EMPLOYEE DEVELOPMENT

Our Approach

We are committed to investing in our people — they are the drivers of our business. Through our talent and performance management processes, we support employees to help them learn and grow throughout their careers so they can make their best contributions toward helping Polaris drive change, advance innovation and find new ways to THINK OUTSIDE.

Our Progress

Throughout 2023, team members across Polaris participated in a wide range of talent development programs. Included here are a few highlights. For more detailed descriptions of our programs, see our [2022](#) and [2021](#) Geared For Good reports.

**Early Development:** Polaris offers two distinctive early talent development programs tailored for students in college and recent graduates, focusing on cultivating key leadership competencies.

- **The Polaris Internship Program** provides real-world experience to talented college students through a 12-week summer program designed to equip interns with skills and experiences that prepare them for potential placement in our Development Program. 105 interns participated in 2023.
- **The Polaris Development Program** is designed to cultivate a pipeline of emerging leaders within our organization. In 2023, 93 individuals participated in the program, which spans seven functions — Engineering (with a focus on core, electrical and Powertrain), Operations, Digital & Information Technology, Finance, Marketing, Sales and Human Resources — and provides rotational, geographic and networking opportunities.

**Leadership Development:** These programs provide high-potential, top-talent employees from across our global locations with opportunities to grow and prepare for next-level roles. These experiences are foundational to developing the future leaders of Polaris (for more details, see the [2022 Geared For Good report](#)):

- **Succeeding As a Polaris Leader:** Weeklong development program conducted twice a year for high-potential, top-talent individual contributors and supervisors.
- **Managing People at Polaris:** Self-directed, eight-module program for new leaders of people at Polaris.
- **Polaris High-Performing Manager Training Programs:** Eight-week Foundational Leadership Training interactive course and four-day Experienced Leaders Program.
- **The Polaris Leadership Development Programs:** Weeklong program for high-potential and top talent manager- and director-level employees. The program includes a learning component where teams are assigned business cases identified by the Executive Leadership team. Teams then research and report recommendations to the Executive Leadership team several months after the classroom learning has concluded.
- **External Executive Vice President Development Program:** In partnership with business school executive education, this program provides external business case and leadership training focused on building the capability to lead in a rapidly changing global business context.

**Manufacturing Training:** We focus on learning and skill development to maintain a qualified workforce able to perform with safety, quality and continuous improvement in mind:

- **Manufacturing Training Assessment** provides guidelines to achieve training standardization and helps us measure the maturity of training and development practices in our manufacturing plants.
- **Frontline Leader Training** explains how Polaris’ overall strategy applies to all parts of the global organization, how frontline leaders directly impact plant metrics, and how to use effective conflict management and problem solving. In 2023, approximately 450 frontline leaders participated in classroom or online sessions across eight sites, and three sites implemented Train the Trainer programs.

POLARIS INTERN INNOVATION CHALLENGE



During their time at Polaris, our summer interns are split into cross-functional teams and given a month to develop a solution to a real-world business scenario. Each team then presents their findings to a panel of internal reviewers. This challenge provides an opportunity for them to work with individuals from other departments, conduct research, learn more about Polaris’ products and services, work together to develop a strategy and plan for moving forward, and present their findings to company leadership for consideration.



DEVELOPMENT SPOTLIGHT: OPOLE, POLAND



To support employee development and increase knowledge areas and of processes at our factory in Opole, Poland, a variety of trainings were developed and made available online. Topics included personal and professional wellbeing, stress management, problem solving, goal development and department overviews/ highlights.

**Learning and Skill Development:** Throughout Polaris learning platforms, we design, organize and deliver training plans across functions to support people at a range of levels, from hourly employees to directors. Nearly 5,000 employees participated in a combination of interactive, measurable online courses with other internal and external resources to enrich the learning experience. Polaris employees completed nearly 53,000 learning resources in 2023.

**Organization and Talent Review:** Our process follows a "strategy, structure, people" flow assessing and outlining the company’s readiness to execute each long-range plan. Talent implications are reviewed in terms of business or function (strategy), future needs and capabilities (structure) and current talent (people). In 2023, we enhanced tools and training to support review of all levels of salaried talent for succession planning, development planning, and retention and engagement. Specific leadership development initiatives introduced in 2023 include:

- Four sessions of a finance course in conjunction with the University of Minnesota’s Carlson School of Management for directors and vice presidents
- External coaching for select directors and vice presidents
- Standardized 360° feedback and debriefs available for employees

In 2023, we also further expanded our Polaris Accelerating Careers of Executives (PACE) program, which identifies and develops our pipeline for executive positions.

Next Steps

We will continue to develop our employees through existing trainings and seek further opportunities to advance, including expanding our organization and talent review efforts. In 2024, we will provide manufacturing training resources for monthly and quarterly leadership development sessions on topics such as relationship intelligence at work, motivation, crucial conversations, coaching and teamwork. Additionally, building on our commitment to continuous improvement, we are reinforcing our Lean principles throughout the organization, educating and training Polaris employees on how to leverage a Lean mindset and increase efficiencies.



## Health and Workplace Safety

### EMPLOYEE SAFETY

We aspire to be an incident-free workplace and aim to protect the health and safety of our employees and contractors through ongoing efforts that eliminate hazards, educate employees and implement preventative measures.

#### Our Approach

At Polaris, we work to conduct business in a safe and environmentally responsible manner, striving for a zero-harm culture that protects the health and safety of our employees and contractors.

We are committed to providing a safe and healthy workplace for our employees and to reducing the environmental impact of our operations in accordance with our Environment, Health and Safety Policy, which has been endorsed by our corporate Environment, Health, Safety and Security (EHS&S) Governance Committee. Our Environmental, Health and Safety (EHS) management system is deployed globally and based on the “Plan, Do, Check, Act” model. Our corporate EHS management system is generally aligned with the requirements of the International Standards Organization with clearly assigned roles, responsibilities, employee training requirements, targets and objectives. While we do not pursue certification under the Environmental (ISO 14001) or Safety (ISO 45001) frameworks at the global level, at the local level our Goupil Electric Utility Vehicle facility in France maintains ISO 14001 certification. For details about efforts to reduce our environmental impact, see the [THINK PRODUCTION](#) section of this report.



#### Polaris Safety Principles

Our Safety Principles help establish expectations on our path toward zero harm in which safety is everyone's responsibility, leadership is accountable for safety performance, hazards are controlled and continuous improvement is required. Safety isn't just a priority — it's our way of life. It's a core value that makes Polaris who we are.

The following Safety Principles provide guidance to Polaris personnel worldwide in the conduct of their daily business practices:

- We believe injuries and occupational illnesses can be prevented.
- We hold leadership accountable for safety performance.
- We believe all employees and contractors have personal accountability for safety.
- Assessments and continuous improvement are a requirement.

#### RESPONSIBILITY

Our employee safety and environmental stewardship efforts are overseen by our EHS&S Governance Committee and CRC respectively (see details about the CRC and Polaris Corporate Responsibility Governance in the report's [Introduction](#)).

#### EHS AUDIT PROCESS

Polaris leverages a risk-based auditing program to help assess the effectiveness of our programs, to monitor our performance against regulatory requirements and internal standards and to identify opportunities for best practices that can be shared throughout the business in order to foster a zero-harm EHS culture for all employees. Audit findings are addressed through the development of corrective and preventive action plans. Findings from our audit program are communicated to appropriate parts of the organization so that preventative measures can be taken and learnings can be shared across the company. Audit performance and key program metrics are reviewed as part of our governance process.

#### Our Progress

We continued to reinforce our culture focused on zero harm to our employees, contractors and the communities where we operate in 2023 through risk-reduction efforts and by keeping our facilities and employees safe and secure. In 2023, Polaris achieved our lowest Total Recordable Incident Rate (TRIR) on record in company history — 0.46. We continually look for opportunities to reduce risk within our organization, putting mitigation processes, procedures and tools in place to keep our team members safe. Whether our employees are in our facilities or out on the trails, we want them to live incident-free every day.

## 0.46 Total Recordable Incident Rate - Lowest in Company History





TRIR =

NUMBER OF  
RECORDABLE CASES

X 200,000

÷ NUMBER OF EMPLOYEE  
HOURS WORKED

LDIR =

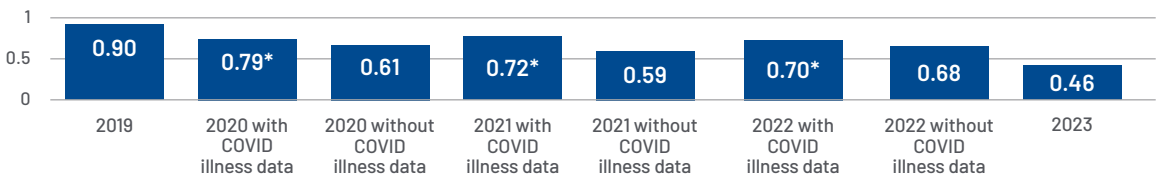
NUMBER OF LOST  
TIME CASES

X 200,000

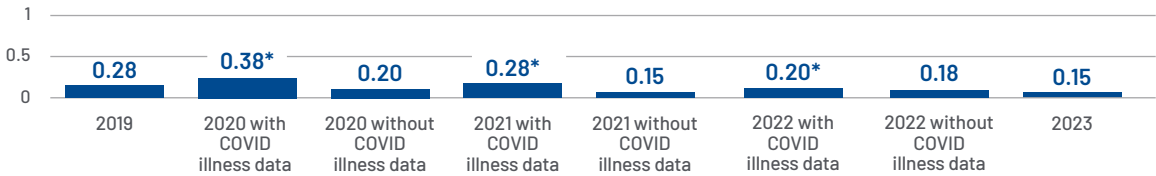
÷ NUMBER OF EMPLOYEE  
HOURS WORKED

Standard calculations developed by the U.S. Occupational Safety and Health Administration (OSHA).

TOTAL RECORDABLE INCIDENT RATE (TRIR)



LOST DAY INCIDENT RATE (LDIR)



\*2020, 2021 and 2022 rates incorporate COVID cases consist with OSHA's interim guidance requiring the reporting of work-related COVID illnesses. We had zero fatalities in 2018, 2019, 2020, 2021, 2022 and 2023.

THESE POLARIS FACILITIES OPERATED WITHOUT A RECORDABLE INCIDENT IN 2023:

Polaris Administrative Offices: Australia, Brazil, China, Finland, France, Germany, India, Japan, Mexico Sales, New Zealand, Norway, Spain, Sweden, Switzerland, Canada (Winnipeg), United Kingdom, U.S. (Northland, Medina and Plymouth locations)

Engineering Locations: Lake Havasu, Novi, Sunnyvale, Swissauto Powersports

Distribution & Manufacturing: 509, Battleground, Fernley, Klim, Milford, Northstar Precision, ProArmor, Shanghai, Timbersled, Goupil



SAFETY SPOTLIGHT: POLARIS MARINE

Polaris engages team members to drive best practices and innovative solutions for improving safety across all of our businesses. Since integrating into the Polaris family in 2018, Polaris Marine has been committed to fostering a culture focused on zero harm, reducing recordable incidents by 57%, TRIR by 46% and LDIR by 62% through investments to help mitigate risk, decrease environmental impact and support our employees. Examples of Marine efforts include:

- Reduced risk by upgrading tools and equipment and improving machine guarding
- Removed powered industrial vehicles from employee work zones, reducing struck by hazards
- Developed operating procedures and employee work instructions
- Developed comprehensive training programs for team members including our senior leadership, front-line leaders, long-term and new employees
- Drove operating efficiencies that reduced both hazardous and nonhazardous waste
- Implemented programs that engaged all team members, strengthening the Polaris Marine zero-harm culture by giving employees the opportunity to directly influence workplace safety

SAFETY SPOTLIGHT: EHS&S ACHIEVEMENT AWARDS

Polaris engages team members to help drive best practices and innovative solutions for improving safety. To recognize these contributions, the annual EHS&S Achievement Awards are presented to individuals and teams whose work has made a significant impact on the safety, security and environmental performance of our organization. From employee teams across the globe, seven projects were selected across four categories:

- **EHS&S collaboration:** Improvements through connectivity across workgroups, facilities and business units
- **Environmental stewardship:** Resource efficiency and support for environmental goals
- **High performance:** Support adoption of our safety principles and our zero-harm culture
- **Security excellence:** Mitigate security risk and promote protection of people, places and assets



## Diversity, Equity and Inclusion

Cultivating a welcoming environment where people of all backgrounds feel empowered and valued.

### DIVERSITY AND INCLUSION

We believe that building a diverse, inclusive and welcoming workforce enhances innovation and enables diversity of thought. We are committed to increasing representation of diverse populations within Polaris and supporting organizations focused on fostering diversity and inclusion in the communities where we live and work.

#### Our Approach

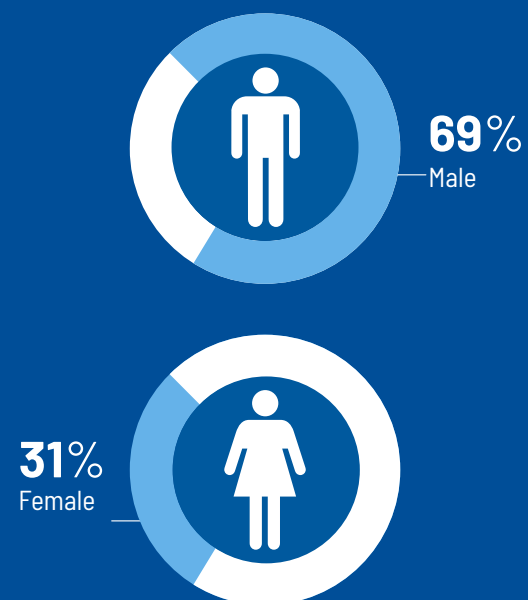
Polaris thrives when we empower and value the unique skills, perspectives and contributions of each employee. Through our R.I.D.E. Together: Respect. Inclusion. Diversity. Equity. framework, we work to continually foster a corporate culture of inclusion and encourage all employees to make a personal commitment to supporting diversity and inclusion.

Our commitment to advance diversity and inclusion in our workplaces, communities and society begins at the top. Diversity, equity and inclusion are key enablers of our success as a company — within Polaris as well as with our customers and communities.

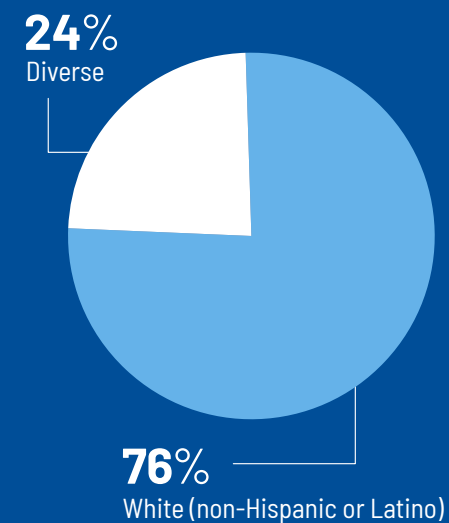
# 28%

DIVERSE (MULTICULTURAL AND GENDER) IN MANAGER AND ABOVE ROLES

#### GENDER DIVERSITY (GLOBALLY)



#### RACIAL DIVERSITY (U.S. LOCATIONS)



#### RESPECT:

A culture and the core of how we operate. We assure an environment that fully welcomes and leverages all aspects of our diversity. All employees are valued, respected and heard

#### INCLUSION:

A culture that drives a sense of belonging, connection and community

#### DIVERSITY:

A workforce with a healthy mix of demographics

#### EQUITY:

We provide fair treatment, opportunity and advancement while striving to identify and eliminate barriers

#### EQUAL EMPLOYMENT OPPORTUNITY

Each Polaris employee brings a unique background and set of experiences to their work, and we value those diverse perspectives and insights. We recruit, hire, train and promote employees based only on the requirements of the job. Additionally, our affirmative action plan enables us to measure effectiveness, identify any need for action, measure and document compliance with our obligations and more. View our [Equal Employment Opportunity Policy](#).

#### INCLUSION

In 2023, as part of our larger engagement survey (see page 79), we received feedback from employees on four questions related to inclusion at Polaris. Our results were in the “very favorable” category, at the high end of the benchmark, and we will continue to leverage employee feedback moving forward to identify additional opportunities.

#### RECRUITING DIVERSE CANDIDATES AND DEVELOPING DIVERSE TALENT

We recognize that diversity helps drive innovation, customer growth and employee engagement. To help create a more diverse candidate pool, our recruiting team continues to broaden the scope of our candidate pipeline and highlight Polaris as a top employer for talent in our communities. In 2023, we continued to attend conferences and partner with a variety of organizations throughout our hiring process, as well as for ongoing training and development opportunities.



[Directemployers](#)



[Disability Solutions](#)



[People Of Color Careers](#)



[Society Of Women Engineers](#)



[Women In Manufacturing](#)



[WebScribe](#)



[Society for Professional Hispanic Engineers](#)



[National Society of Black Engineers](#)



## PAY EQUITY

As part of our overarching focus on diversity and inclusion, Polaris is committed to objectively establishing compensation levels for each role and paying for performance, without regard to gender or race. Fostering an environment that promotes equal opportunity and embraces individual differences among our employees is critical to our competitive advantage and essential to the success of our business.

### Our Approach

Pay is regularly reviewed during our organization-wide annual processes, which include planning of merit, bonus and stock awards in the spring and market adjustments in the fall. We also review when we have new hires, promotions or off-cycle adjustments. Our focus on pay equity is grounded in the belief that compensation decisions should be based on job-related and individual factors, such as education and experience, performance, skill, impact and working circumstances.

### Our Progress

In 2023, we continued our practice of regularly reviewing our compensation practices as part of our standard processes. We drive objectivity in our planning cycles, promotions and new hire offers, and conduct ongoing analysis of our hiring, promotion, retention and exit data. Our compensation processes provide visibility to allow our leaders to take action in support of our commitment to fairness and objectivity in pay practices without regard to gender or race.

### Next Steps

We will continue to analyze pay equity as well as hiring, promotion, retention and exit data to help drive appropriate action.



## WOMEN LEADERS OF POLARIS

# 680

MEMBERS ACROSS  
37 LOCATIONS, A 30%  
INCREASE COMPARED  
TO 2022

# 135

MENTORSHIP PROGRAM  
MATCHES, A 30%  
INCREASE IN MENTORING  
PARTICIPANTS FROM 2022

NEARLY

# \$12,000

RAISED THROUGH WLP  
MEMBER DONATIONS  
TO NON-PROFIT  
ORGANIZATIONS

## WOMEN LEADERS OF POLARIS

### Our Approach

Women Leaders of Polaris (WLP) promotes the value of women's perspectives and provides development opportunities for employees across the company. Formed to cultivate a community of employees learning from and supporting each other throughout their career journeys, WLP provides development opportunities, including formal training, networking, mentorship and visibility; builds community through riding events and volunteerism; and helps attract and retain diverse talent to Polaris. The group also includes male ambassadors, which make up 21% of WLP members.

### Our Progress

In 2023, WLP brought together diverse talent in a variety of ways:

- Matched 135 pairs of mentors/mentees through the WLP mentorship program, a 30% increase from 2022. Participants connect and share experiences and advice on a variety of topics, including career paths, skill development, work-life balance and networking.
- Organized International Women's Day events celebrated by teams in six countries.
- Hosted several sessions including a fireside chat with the CEO, preventative wellness and an Industrial Design career spotlight.
- Celebrated International Female Ride Day (IFRD) by hosting 68 ride events that allowed 128 participants to learn and develop their skills together. Additional clinics were also conducted and/or funded by WLP to provide women with snowmobile and SxS training.



## Diversity, Equity and Inclusion in our Communities

At Polaris, we are committed to advancing diversity and inclusion within and beyond our workplaces — including within our communities. The Polaris Foundation has long supported organizations and initiatives that meet the needs of underserved communities. Diversity, equity and inclusion is an ongoing focus area for Polaris Foundation giving. In 2023, we moved forward with our support of initiatives in this area through our work with the following partners to promote education and careers in science, technology, engineering and mathematics (STEM).



Mentors and mentees discuss a project

### UNIVERSITY OF MINNESOTA COLLEGE OF SCIENCE AND ENGINEERING

The University of Minnesota is a top producer of engineering talent with undergraduate programs consistently ranking in the top 20 in the nation. As one of the top 10 companies hiring students from the University's College of Science and Engineering, Polaris is supporting efforts to attract and retain minority students by funding the Rooted in STEM Program, which brings together 11th and 12th grade students to learn about STEM academics and provides scholarships and academic support. [Learn more.](#)

### BESTPREP MENTORING PARTNERSHIP

In partnership with BestPrep eMentors, Polaris employees worked with students at four Minnesota high schools. Since the start of our partnership with BestPrep, more than 200 employees have served as mentors, especially on STEM-related projects, to nearly 270 students in lower income communities, typically in underserved schools with diverse student populations. Over the course of eight weeks, students and mentors discuss topics including college and career experience, interviewing skills, workplace etiquette, positive attitude and more.

# 875

HOURS CONTRIBUTED  
BY POLARIS BESTPREP  
EMENTORS VOLUNTEERS  
DURING THE 2022-2023  
SCHOOL YEAR



### CODE2COLLEGE

Polaris partners with Code2College (C2C) to help increase the number of minority and low-income students who enter and excel in STEM undergraduate majors and careers by creating the Polaris Tech Center of Excellence in San Angelo, Texas. Through after-school coding sessions, technical portfolio development, workshops and summer internships, C2C helps prepare high school students with the professional and technical skills they need to succeed — many at Polaris.

### ADDITIONAL STEM PARTNERSHIPS

Polaris is helping inspire and prepare the next generation of STEM professionals through our support to the following programs.



#### Junior Achievement

In 2023, Polaris began the second year of our five-year, \$125,000 commitment to Junior Achievement (JA), enabling students from underserved communities to explore the manufacturing industry through the Polaris Manufacturing Center in JA's Biztown. Using special software, students can design and create safe vehicles for business and retail use, then promote and sell them to consumers. Students take on the role of CEO, CFO, Powertrain Design Engineer, Production Manager and Vehicle Design Specialist, planting the seeds of interest for future careers in powersports.



#### Big Brothers Big Sisters

Polaris partners with Big Brothers Big Sisters, donating \$25,000 to the organization in 2023 to promote STEM higher education and career exploration. Polaris sponsors a program that engages young people in hands-on exploration of STEM subjects and careers through in-depth STEM learning, regular match hangouts featuring STEM activities and events that highlight STEM careers.



BOYS & GIRLS CLUBS  
OF AMERICA

#### Boys & Girls Clubs of America Native Services

For 30 years, Boys & Girls Clubs have proudly served American Indian, Alaska Native, Native Hawaiian and American Samoan youth. Over 250 clubs provide Native youth with ongoing relationships with caring adult professionals, a safe place to learn and grow, life-enhancing programs and character-development experiences that strengthen cultural identity.

In 2023, Indian Motorcycle contributed \$200,000 to provide hands-on, activity-based do-it-yourself (DIY) STEM programming at 10 clubs across the U.S., completing a two-year commitment enabling the clubs to establish programs and engage youth in STEM for years to come. The DIY STEM program connects Native youth, ages 9-12, to science themes through five learning modules that can be culturally adapted to the local tribal community.

As part of Native American Heritage month, Indian Motorcycle also sponsored a Teen Winter Clothing Drive at four locations to benefit teenagers attending the Boys & Girls Club of the Minneapolis American Indian Center, local to our Minnesota headquarters and the Boys of Girls Club of the Red Lake Nation.



## PARTNERING WITH NATIVE AMERICAN COMMUNITIES AND ORGANIZATIONS

In addition to the STEM programs for Native youth and scholarships for Indigenous students (described to the right) funded by the Polaris Foundation and Indian Motorcycle, we partner with a variety of other Indigenous community organizations and consult with Indigenous-owned agencies, including:



### American Indian Resource Center at Bemidji State University

Bemidji State University established the first Indian Studies program and first Ojibwe language program in the country, located among the three largest tribal nations in Minnesota: Red Lake Nation, White Earth Nation and Leach Lake Band of Ojibwe. Polaris' contribution of \$25,000 to the American Indian Resource Center helps support Indigenous student excellence by providing resources to program managers.

### Red Feather Development Group

Red Feather Development Group partners with Indigenous communities to develop and implement lasting and impactful housing solutions and access to clean water. Currently working with the Hopi and Navajo (Diné) Nations, Red Feather specializes in clean and safe heating options, stove swap-out programs, health and safety home repairs, and educational workshops with a focus on supporting elders in the community. The Polaris Foundation and Indian Motorcycle contributed \$30,000 in 2023 to support the group's Native Home Resource Network. The group also connected Polaris for a collaboration with the Hopi Tribe; learn more in the [THINK PRODUCT](#) section of this report.

### InnoNative Consulting

We work with InnoNative Consulting — a Native-led firm that promotes Indigenous representation, cultural preservation and equitable opportunities — to inform the activation of our work with the Indian Motorcycle Advisory Council (learn more in the [THINK PRODUCT](#) section of this report) and philanthropic partnerships.

### Southwest Association of American Indian Arts (SWAIA)

Celebrating their 101st Santa Fe Indian Market, this Native American art organization recognizes thousands of Indigenous artists at the largest juried Native American art show in the world. In 2023, Polaris provided \$25,000 in funding to SWAIA to support this event and assist up-and-coming Indigenous artists to show at the market.

### Cahokia PHX

We consulted with Cahokia PHX — an Indigenous women-led platform for creative place-keeping — to develop a three- to five-year strategic plan and leaned into their expertise in cultural competency building, tribal engagement and marketing inclusion.

**//** *It's been a pleasure collaborating with a brand equally committed to challenging harmful stereotypes, embracing cultural diversity and fostering inclusivity. Together, we embarked on a journey of education, engagement and dialogue to understand some of the complexities, traditions and rich heritage of Native American communities. The result is messaging that resonates and aligns with the values and narratives expressed by Indigenous voices."*

– Candace Hamana, Cahokia PHX

## SCHOLARSHIPS



### AMERICAN INDIAN COLLEGE FUND

Through a \$220,000 donation to the American Indian College Fund, Polaris funded \$5,000 scholarships for 40 Indigenous students pursuing STEM-related associate or bachelor's degrees. These annual scholarships remove barriers to success for students by helping to pay for housing, books, food and other expenses so they can focus on their academic work, complete their degrees and launch careers that benefit themselves and their communities.



### AISES

AISES (American Indian Science and Engineering Society) supports 230 affiliated pre-college schools, 196 chartered college and university chapters, three tribal chapters and 18 professional chapters in the U.S. and Canada working to increase indigenous professionals in the STEM workforce. In 2023, Indian Motorcycle contributed \$50,000 to establish the first AISES trade scholarship program for 28 Indigenous students pursuing careers in STEM.



### JOYCE IVY FOUNDATION

Polaris sponsors scholarships for young women through the Joyce Ivy Foundation, a nonprofit committed to the academic advancement and leadership development of young women from the U.S. Midwest.

# Community Support



IN 2023,

**\$5.5**

**MILLION WAS GIVEN THROUGH CORPORATE DONATIONS, FOUNDATION GRANTS, CORPORATE MATCHES OF EMPLOYEE DONATIONS AND VEHICLE DONATIONS**

## Polaris Foundation

### Our Approach

The Polaris Foundation strives to lead, engage and invest in communities where our employees live, work and where Polaris does business. We are dedicated — at a corporate level and through individual employee gifts and volunteerism — to driving positive change and creating strong, vibrant communities.

Proposals with greater company impact potential are also reviewed by the Executive Polaris Foundation Board, which meets quarterly and includes the Chief Executive Officer; the Chief Financial Officer and Executive Vice President of Finance and Corporate Development; the Senior Vice President, General Counsel and Secretary, Global Business Unit Presidents; and the Senior Vice President and Chief Human Resources Officer. In addition to Polaris Foundation funded items, the company's global business units also support several stewardship initiatives.

Polaris Foundation funding is directed to support four focus areas: Community Development; Environment; Youth Safety; and Diversity, Equity & Inclusion. To learn about our support for environmental initiatives, see the [THINK PLACES](#) section of this report. Polaris Foundation investments in youth safety are featured on page 75 and Polaris Foundation support for diversity, equity and inclusion appears on pages 90-92 of this report section.

### Our Progress

Polaris provided more than \$5.5 million to organizations and local communities in 2023 through corporate donations, Foundation grants, corporate matches of employee donations and vehicle donations.



## THE POLARIS FOUNDATION: 2023 BY THE NUMBERS

\$5 million  
OVER 5 yearsCOMMITMENT TO THE NATIONAL  
FOREST FOUNDATION\$225,000  
IN TRAILS GRANTS\$1.3 million  
IN DONATIONSFROM EMPLOYEES THROUGH THE  
POLARIS GIVES PLATFORM

5% YOY increase

IN EMPLOYEE DONATIONS DURING  
THE 2023 POLARIS GIVES WEEK15,000+ HOURS OF  
EMPLOYEE  
volunteer time

\$900,000

IN VEHICLE DONATIONS\* WITH MOST  
BEING UTILIZED IN SAFETY INITIATIVES

\*BASED ON MSRP VALUE

1,711 NONPROFIT  
organizationsSUPPORTED BY EMPLOYEE DONATIONS AND  
THE POLARIS FOUNDATION MATCHTop 5  
causes:

- United Way
- American Humane Society
- American Cancer Society
- St. Jude's Children's Research Hospital
- Interfaith Outreach and Community Partners

36% INCREASE IN  
volunteer hours  
LOGGED IN 2023 VS 2022Top 5  
causes:

- Second Harvest Heartland
- Habitat for Humanity
- Feed My Starving Children
- United Way
- BestPrep

HELPING THE SALVATION ARMY  
RESPOND TO DISASTERS

For more than a decade, Polaris has partnered with the Salvation Army, contributing more than \$1 million in off-road vehicles and generators to meet the needs of disaster survivors and first responders. Salvation Army response teams are often on the ground and operating where roads have not been fully cleared of debris or are blocked by flooding or storm damage. Polaris RANGERS provide the size and versatility for more timely response and access to neighborhoods and survivors who might otherwise be cut off, enabling earlier food and supply distribution to those in need.

## CENTER FOR ELECTRIFICATION

Polaris supports the University of Minnesota's Center for Electrification Opportunity, launched in 2023. The Center brings together industry, academia and government to increase economic competitiveness in the face of international competition and inspire the next generation of industry leaders by showcasing technological advancements, offering hands-on training and providing information about the future of electrification. Polaris employees helped design the curriculum, co-taught the first series of courses with other industry professionals, and continue to serve as technical advisors for the graduate certification program. Polaris also provided electric vehicles and information for the Electroposium kickoff event. Learn about Polaris electric vehicle advances in the [THINK PRODUCT](#) section of this report.

**//** The essential function of the Polaris vehicles in a disaster situation where our response must be timely and flexible cannot be overstated. We are so grateful to Polaris for supporting our commitment to continue 'Doing the Most Good.' With their help, we can continue to support survivors of even the most devastating disasters."

– Jeff Jellefs, Emergency Disaster Services Coordinator, U.S. Southern Territory, Salvation Army

MATCHING GRANT  
PROGRAMS

Employees receive \$5,000 of matching grants annually

VOLUNTEER REWARDS  
(DOLLARS FOR DOERS)

Employees receive \$10 per volunteer hour to donate, up to \$500 annually

VOLUNTEER TIME OFF  
PROGRAM

Employees receive eight hours of paid time off to volunteer

2023

POLARIS GIVES:  
BY THE NUMBERS

- More than 2,600 Polaris employees from 14 locations gave nearly \$1.3 million supporting more than 1,100 causes
- Employees volunteered +15,000 hours, earning \$10 per hour (up to \$500) to be donated to their elected causes



## Employee Giving and Volunteerism

## HELPING EMPLOYEES GIVE BACK

Polaris employees continued to utilize the online Polaris Gives platform to donate to nonprofits of their choice and maximize their impact with a Polaris Foundation match of up to \$5,000 per year. In addition, they tracked their volunteer time and, with our Dollars-for Doers Program, received dollars to donate to the nonprofits of their choice.

## POLARIS GIVES WEEK

To further live out our Geared For Good values and encourage community involvement, each October the Polaris Foundation hosts Polaris Gives Week. Each site across the U.S. hosts volunteer projects and fundraising events designed to benefit organizations in their local area.

## LOCAL COMMUNITY DEVELOPMENT INITIATIVES

Giving back is core to what we do at Polaris. We support communities through partnerships that drive positive change through monetary donations and time spent volunteering. Polaris locations around the world are committed to supporting and giving back to their local communities. Listed here are just a few examples from 2023:

- **Polaris India:** Polaris India donated \$11,000 to support multiple sustainability projects in Karnataka, including installing fuel-efficient stoves and solar streetlights and creating sustainable mid-day meal kitchens at three school locations, with fuel-efficient stoves, solar water heaters and aerator taps to assist with water supply.
- **Children's Day in Mexico:** Employees from Polaris Sales Mexico brought presents to children at Ministries of Love, a child welfare home in Monterrey that cares for children who have suffered abuse, injuries, abandonment or orphanhood.
- **Habitat for Humanity:** Polaris teamed up with the Minnesota Vikings to spend a week helping build a house with Habitat for Humanity – Twin Cities. A different Polaris team joined Vikings staff, legends and players each day. [Learn more about the build.](#)
- **Toys for Tots:** Many of our facilities across the U.S. hosted Toys for Tots toy drives. Together, employees donated hundreds of gifts to make the holiday season a little brighter.
- **Free Bikes 4 Kidz:** Committing to providing 3,000 bikes and helmets to underserved children in Minnesota through Free Bikes for Kids, Polaris volunteers cleaned and fixed the bikes so they were safe and ready to ride.
- **Team Polaris Bike MS:** In our 11th year supporting the Bike MS: MS150, a 150-mile bike trek in Minnesota, 43 participants raised more than \$52,000 for the National Multiple Sclerosis (MS) Society. Polaris donated an additional \$7,500 to the National MS Society, sponsored a rest stop and provided off-road vehicles for use throughout the event week. To date, the Polaris team has raised over \$574,000 for the cause, and the Polaris Foundation has contributed \$80,000.
- **Polaris Osceola:** Employees at our facility in Osceola, Wisconsin raised funds during their Geared For Good campaign to support the local EMS/ambulance team and Open Cupboard community food shelf.





# POLARIS VOICES

## BUILDING COMMUNITY THROUGH INTERNATIONAL FEMALE RIDE DAY

Each year, Polaris participates in International Female Ride Day (IFRD) as a way to show our support for women's riding communities around the world. The following perspectives from a Polaris dealer and customer in Nice, France share the impact of opportunities to come together and THINK OUTSIDE.



**Arnaud** - Nice dealership



**Anthony** - Nice dealership



**Nathalie H.** - Customer

### What is the impact of participation in events like IFRD?

“Participation is very beneficial for increasing awareness and building a positive image of the Indian Motorcycle brand and the dealership, both in person and through social media. The event encourages participants to come to the dealership to see and ride the motorcycles, show the dealership to their friends and learn about opportunities to ride. We welcomed owners of all motorcycle brands, resulting in new leads.”

– Indian Motorcycle Nice (dealer)

### What was your favorite part of the 2023 IFRD event?

“From arrival to the end of the evening, the atmosphere encouraged sharing and conviviality, even though everyone did not know each other at the beginning.”

– Nathalie H. (customer)

“The spectacular arrival of the seven Indian Motorcycle brand ambassadors at the dealership after their journey was followed on our social media. It was a very successful evening with a festive atmosphere and interactions between participants and the ambassadors.”

– Indian Motorcycle Nice (dealer)

### How did you get involved in riding and why do you love to ride?

“I started early, with an electric motorcycle for kids and then was a passenger on my cousin's motorcycle. When riding as a passenger, I like being able to enjoy and admire the landscapes and see things not visible by car. As a driver, I love the absolute freedom, the pleasure of being in the open air and riding beautiful bikes.”

– Nathalie H. (customer)

### What does being part of the riding community mean to you and/or your business?

“Sharing the same passion with others for beautiful mechanics, no matter what the brand is.”

– Indian Motorcycle Nice (dealer)

“Above all, sharing the passion for motorcycles!”

– Nathalie H. (customer)

Learn more about the impact of IFRD on page 36 in the [THINK PRODUCT](#) section of this report.

## Dealer Support



### Our Approach

Our dealers play a pivotal role in each customer's ownership experience. Having a well-trained staff in every department contributes to dealership success, and is critical in creating a welcoming and positive experience for every customer. We provide various training programs and resources to help support our dealers, including the University of Polaris online learning management system which helps deliver content to dealerships across the globe. The University of Polaris is also a valuable resource for Polaris Adventure Outfitters, educational institutions and individuals interested in learning more about our vehicles or starting a career as a Polaris technician.

### Our Progress

In 2023 we continued to support the training of our dealers' service teams through a variety of programs detailed on the next page. See the [THINK PRODUCTION](#) section to learn more about our customer and dealer service platform Polaris Certified Service, previously called RideReady.



### Dealership-Wide Training

We provide product and process training to our dealer teams to enable the best customer experience and support dealer profitability in every department, with multiple courses expanded in 2023, including: service operations; parts, garments and accessories; sales channel development; and vehicle launches.

### Fixed Operations Program

To help our dealers meet consumer expectations within the parts and service areas, we continue to focus on providing in-dealer support and service operations training accessible to our North American dealer network. In 2023 the program expanded to include additional Fixed Operations Area Managers.

### Certified Service Training

As our products, customers and service departments continue to grow in sophistication, Polaris remains focused on evolving our technical training strategy to support dealers in operating at maximum efficiency and delivering a best-in-class service experience for our customers. With a belief that today's entry-level technicians are the master technicians of the future, our program supports the growth of a technician from set-up through maintenance and diagnostics. In 2023, we continued organizing training content by unique service department roles, adding maintenance curriculums for all of our on- and off-road product lines.

### Service Technician Education Program

Through the Polaris Service Technician Education Program (S.T.E.P.), we provide more than 35 technical colleges, high schools and community colleges across the U.S. and Canada with free access to eLearning curriculum focused on servicing Polaris vehicles and access to special tools, parts and subsystems that enrich the curriculum. We participate in advisory committees and help guide training and curriculum for future students.

### Global Dealer Profitability Training

We provide training to our dealers in partnership with Garage Composites and Wheelhouse College on topics ranging from profit centers and digital sales to back-end processes. Our support helps dealership profitability and sustainability through process improvements that drive a best-in-class customer experience for our consumers. 2023 highlights included:

- Conducted Dealer Academies with 18 dealers in Spain, 11 in the U.K. and 87 in the U.S.
- Worked with Wheelhouse College to add 18 courses covering seven topics, available in 14 languages.
- Developed 10 new training videos and 11 new virtual dealer process trainings.
- Sponsored nine 20 clubs (peer advisory groups).

### Polaris FinancialView

In 2023, we partnered with Urban Science — a global leader in industry metrics and analysis reporting — to launch Polaris FinancialView™. This program provides our dealers with an easy-to-use, secure financial platform that brings visibility to strategic key performance indicators that help identify opportunities to improve processes and overall dealer profitability.

# +12,900

POLARIS DEALER  
STAFF PARTICIPATED IN  
TRAINING

# 141

NEW COURSES WERE  
AVAILABLE TO POLARIS  
DEALERS

# 78%

OF DEALERSHIPS EARNED  
A SERVICE TRAINING  
CERTIFICATION

### EXTERNAL INSIGHT AND EXPERTISE: ABOUT GARAGE COMPOSITES AND WHEELHOUSE COLLEGE

Polaris partners with [Garage Composites](#), industry leading experts in dealership profitability and training who provide a suite of in-dealership consulting products, and their sister company [Wheelhouse College](#), who offers a variety of online industry-specific training products to help bring relevant sales training to the dealership floor.

### Next Steps

Our strategy in 2024 will continue to be guided by feedback from our dealer, community and industry partners. With service operations, vehicle set-up and maintenance curriculums released, our core technician content will be organized based on vehicle system, providing the final foundational step in role-specific curriculums that help match work assignments with trained technicians. These “micro-curriculums” will enable Polaris to create more in-depth content as the training library grows and allow dealers to incrementally upskill their technician teams.





# APPENDIX



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## IN THIS SECTION:

- Policies
- Other Important Resources
- Glossary
- 2023 Sustainability Accounting Standards Board (SASB) Reporting





## Policies

Polaris maintains high standards of ethical behavior and we clearly communicate our policies internally and externally. In addition, we conduct internal assessments of our highest risk areas on an ongoing basis to track and reinforce compliance.

### CODE OF CONDUCT AND ETHICS

The policies and guidance set forth in our Code of Business Conduct and Ethics reaffirm our commitment to creating a work environment where everyone feels respected and valued. We ask all our employees globally who take our annual Code of Conduct training to attest that they are conducting business in compliance with the Code. In 2023, 99.7% of salaried employees with computer access completed the annual Code of Conduct training. Learn more about our Code of Conduct and our Ethics and Compliance program in the [THINK PEOPLE](#) section of this report.

### SUPPLIER CODE OF CONDUCT

All of our suppliers are expected to adhere to our [Supplier Code of Conduct](#) and Human Rights Policy (at right). Suppliers are also expected to complete a compliance survey twice a year and sign off on their commitment to these policies.

### HUMAN RIGHTS POLICY

Respecting human rights in the workplace and across our global supply chain is important to Polaris. Our [Human Rights Policy](#) requires that Polaris and each supplier maintain a workplace free from harassment, discrimination, child labor, forced labor and any other forms of compulsory labor. It also requires safeguards against human trafficking anywhere within our operations and supply chain. The Policy outlines our expectation that we and our suppliers comply with all applicable labor, wage and hour laws, as well as all applicable health, safety and environmental laws and regulations to provide a safe and healthy work environment (see the [THINK PEOPLE](#) section for details about how we protect the safety, wellbeing and human rights of our employees). Polaris is committed to respecting the privacy and rights of employees and third parties, and we require our suppliers to do the same. In the United States, we also require our suppliers of a certain size to develop an affirmative action plan in accordance with Polaris' commitment to diversity and inclusion.

### CONFLICT MINERALS POLICY

Polaris supports the goal of ending violence and human rights violations in the Democratic Republic of Congo (DRC) by demanding transparency regarding the origins of all tantalum, tin, tungsten and gold used in our products, as outlined in our Conflict Minerals Policy. We require all of our suppliers to undertake reasonable due diligence to identify any products supplied to us that contain conflict minerals sourced from the DRC and nine contiguous countries. In such cases, all associated mines and smelters must be certified "conflict free" by an independent third party for Polaris to continue sourcing from that supplier.

[View our Conflict Minerals Policy.](#)

### SUBSTANCE COMPLIANCE

Polaris continues our commitment to govern the use of chemical substances in our products and adhere to strict local and global chemical substance regulations. Our dedicated Substance Compliance team is responsible for monitoring current, future and evolving global substance regulations. The team is responsible for integrating substance compliance requirements into our product design and identifying opportunities for improvement within our supply chain. Polaris has contracted Assent, a global leader in supply chain data management, to assist in gathering compliance declarations and surveys. Polaris reacts to changes in chemical substance regulations by remaining agile in our ability to expand data collection abilities in our supply chain and materials selection in product design and the results informed the material topics that will drive our focus as we move forward on our ESG journey.



U.K MODERN SLAVERY ACT

The U.K. Modern Slavery Act of 2015 requires companies conducting business in the U.K. to publish a statement describing steps taken to verify that modern forms of slavery and human trafficking are not taking place in the company’s business operations and supply chains. We comply with the U.K. Modern Slavery Act.

[View our Slavery and Human Trafficking Statement.](#)

PRIVACY, DATA PROTECTION AND CYBERSECURITY

Polaris takes the responsibility of protecting the data of our customers, employees and dealers seriously. We maintain technical and organizational security measures designed to help safeguard Polaris systems, products and information, along with consumer and employee personal information, from unauthorized access, disclosure, alteration or destruction. We strengthen our cybersecurity and privacy programs by participating in relevant industry groups to stay connected and informed. For example, Polaris is a member of the Automotive Information Sharing and Analysis Center (Auto-ISAC), an industry-driven community that shares and analyzes intelligence about emerging cybersecurity risks to the vehicle, and collectively enhances vehicle cybersecurity capabilities across the global automotive industry, including light- and heavy-duty vehicle OEMs, suppliers and the commercial vehicle sector. Polaris respects the privacy of our employees and consumers, and we are committed to the responsible management, use and protection of personal information in line with applicable privacy and data protection laws. The Polaris Privacy Notice describes how we collect, use and share consumer personal information.

[View our Privacy Notice.](#)

Other Important Resources

NUMBERS TO KNOW

EthicsPoint Hotline (1-888-219-3550)  
Safety Claim Phone Line (651-408-7205)

SITES TO KNOW

- [Code of Conduct](#)
- [Supplier Code of Conduct](#)
- [Human Rights Policy](#)
- [Environment, Health and Safety Policy](#)
- [Polaris Investor Relations Information](#)
- [Safe Riding Resources](#)
- [Equal Employment Opportunity Policy](#)
- [Polaris Help Center](#)



Glossary

<b>ACSA</b>	American Council of Snowmobile Associations	<b>JA</b>	Junior Achievement
<b>AIARE</b>	American Institute for Avalanche Research and Education	<b>kWh</b>	Kilowatt hour
<b>AIAG</b>	Automotive Industry Action Group	<b>LED</b>	Light-emitting diode
<b>AISES</b>	American Indian Science and Engineering Society	<b>LDIR</b>	Lost day incident rate
<b>ASEAN</b>	Association of Southeast Asian Nations	<b>MSF</b>	Motorcycle Safety Foundation
<b>ASI</b>	ATV Safety Institute	<b>MT</b>	Metric tons
<b>ATV</b>	All-terrain vehicle	<b>MWh</b>	Megawatt hour
<b>Auto-ISAC</b>	Automotive Information Sharing and Analysis Center	<b>NCAP</b>	New Car Assessment Program
<b>BOM</b>	Bill of Materials	<b>NOx</b>	Nitrogen oxides
<b>BSR</b>	Business for Social Responsibility	<b>NFF</b>	National Forest Foundation
<b>CO2</b>	Carbon dioxide	<b>NHTSA</b>	National Highway Traffic Safety Administration
<b>CO2-e</b>	Carbon dioxide equivalent	<b>NMFR</b>	Near-miss frequency rate
<b>C2C</b>	Code2College	<b>NMMA</b>	National Marine Manufacturers Association
<b>CPR</b>	Cardiopulmonary resuscitation	<b>NOHVCC</b>	National Off-Highway Vehicle Conservation Council
<b>CRC</b>	Corporate Responsibility Committee	<b>OEM</b>	Original equipment manufacturer
<b>DFMEA</b>	Design Failure Mode and Effect Analysis	<b>ORV</b>	Off-road vehicle
<b>DIY</b>	Do it yourself	<b>OSHA</b>	Occupational Safety and Health Administration
<b>DRC</b>	Democratic Republic of Congo	<b>PACE</b>	Polaris Accelerating Careers of Executives
<b>DOE</b>	Department of Energy	<b>PAF</b>	Progressive Agriculture Foundation
<b>EAC</b>	Energy attribute certificate	<b>PFAS</b>	Per- and polyfluoroalkyl substances
<b>EBITA</b>	Earnings before interest, taxes, depreciation and amortization	<b>PFMEA</b>	Process Failure Mode and Effect Analysis
<b>EHS</b>	Environmental, Health and Safety	<b>PG&amp;A</b>	Parts, Garments and Accessories
<b>EHS&amp;S</b>	Environment, Health, Safety and Security	<b>PPA</b>	Power purchase agreement
<b>ELT</b>	Executive Leadership Team	<b>PSS</b>	Post-Sales Surveillance
<b>EMS</b>	Environmental Management System	<b>REC</b>	Renewable Energy Credit
<b>EPA</b>	Environmental Protection Agency	<b>R.I.D.E.</b>	Respect. Inclusion. Diversity. Equity.
<b>EPS</b>	Earnings per share	<b>ROHVA</b>	Recreational Off-Highway Vehicle Association
<b>ERC</b>	Executive Review Committee	<b>SOx</b>	Sulfur oxides
<b>ERM</b>	Enterprise Risk Management	<b>SASB</b>	Sustainability Accounting Standards Board
<b>ESG</b>	Environmental, social and governance	<b>STEM</b>	Science, technology, engineering and mathematics
<b>ESOP</b>	Employee stock ownership plan	<b>STEP</b>	Service Technician Education Program
<b>EV</b>	Electric vehicle	<b>SxS/SXS</b>	Side-by-side vehicle
<b>EXPO</b>	Explore Polaris Outside	<b>SWAIA</b>	Southwest Association of American Indian Arts
<b>GHG</b>	Greenhouse gas	<b>TRAILS</b>	Trail Development, Responsible Riding, Access, Initiatives, Lobbying, Safety
<b>GJ</b>	Gigajoule	<b>TRIR</b>	Total recordable incident rate
<b>HARA</b>	Hazard Analysis and Risk Assessment	<b>UTV</b>	Utility terrain vehicle
<b>IFRD</b>	International Female Ride Day	<b>VOC</b>	Volatile organic compound
<b>I-REC</b>	International renewable energy certificate	<b>VPPA</b>	Virtual power purchase agreement
<b>IMRG</b>	Indian Motorcycle Riders Group	<b>WLP</b>	Women Leaders of Polaris
<b>ISMA</b>	International Snowmobile Manufacturers Association	<b>ZEV</b>	Zero-emission vehicles
<b>ISO</b>	International Standards Organization		



# Polaris Inc. 2023 SASB Reporting

The Sustainability Accounting Standards Board (SASB) provides framework standards for disclosure on the financial impacts of sustainability. As there is no framework dedicated to the powersports industry, given the nature of Polaris’s operations, SASB has classified Polaris in the Transportation sector, Automobiles industry. Given differences between our industry and the automotive industries, we have incorporated indicators from the SASB Automobile and Industrial Machinery and Goods standards. We welcome engagement on these topics and can be reached at [GearedForGood@polaris.com](mailto:GearedForGood@polaris.com).

AUTOMOBILE						AUTOMOBILE					
TOPIC	ACCOUNTING METRIC	CATEGORY	UNIT OF MEASURE	CODE	2023 DISCLOSURE	TOPIC	ACCOUNTING METRIC	CATEGORY	UNIT OF MEASURE	CODE	2023 DISCLOSURE
PRODUCT SAFETY	Percentage of vehicle models rated by NCAP programs with an overall 5-star safety rating, by region	Quantitative	Percentage (%) of rated vehicles	TR-AU-250a.1	None of our vehicles are rated under NCAP 5-star ratings. There are, however, industry safety standards applicable to our products published by the Recreational Off-Highway Vehicle Association (ORV SxS), the Specialty Vehicle Institute of America (ORV ATV), and the Snowmobile Safety and Certification Committee (Snowmobiles). There are federal safety regulations promulgated by the National Highway Safety Administration for Motorcycles and by the U.S. Coast Guard for Boats. International analogs of these standards and regulations apply in other non-U.S. markets, including Canada and Europe. We believe our products comply with these and any other applicable safety standards.	FUEL ECONOMY & USE-PHASE EMISSIONS	Sales-weighted average passenger fleet fuel economy, by region	Qualitative	Mpg, L/km, gCO2/km, km/L  Methodology: Average F/E calculated by model year as required for regulatory purposes.	TR-AU-410a.1	The topic of passenger fleet fuel economy and its associated metrics were omitted based on the lack of applicability to Polaris’ business model as compared to automobile manufacturers.
	Number of safety-related defect complaints, percentage investigated	Quantitative	Number, Percentage (%)	TR-AU-250a.2	100% of NHTSA VOQ complaints filed on Polaris vehicles are investigated.  100% of consumer complaints filed with the CPSC are investigated where identifying information is provided or reasonably discernible (i.e., VIN number, consumer’s name, etc.).  Polaris received no vehicle safety-related submissions to its Business Ethics Hotline in 2023. 100% of vehicle safety submissions made to our ethics hotline are investigated.  Our Post-Sales Surveillance process is discussed on page 25 of this report.		Number of (1) zero emission vehicles (ZEV) sold, (2) hybrid vehicles sold, and (3) plug-in hybrid vehicles sold	Quantitative	Vehicle units sold	TR-AU-410a.2	Polaris has shared its intention to lead the powersports industry in electrification. Its focus has been on testing broadly, but purposefully commercializing its powersports vehicle portfolio. In 2023, Polaris offered zero-emissions products in our Off Road, On Road and Marine business units.  • Off Road: In April 2023, Polaris started shipping its RANGER XP Kinetic, an electric utility terrain vehicle, to dealers and customers who had pre-ordered the vehicle. A second order window was opened in late summer of 2023. Additionally, the RANGER XP Kinetic started shipping internationally in July 2023. In May 2023, Polaris announced a partnership with the State of Michigan to build electric charging stations within a public off-road trail system in northern Michigan. Polaris will also launch its first rental fleet of the RANGER XP Kinetic at a Polaris Adventures Outfitter, late spring 2024. This fleet will serve nearly 100 miles of trails and will help provide further insights to the use of electric off-road vehicles for recreational purposes.  • On Road: In 2023, Indian Motorcycle continued its partnership with SUPER73, a lifestyle adventure brand specializing in electric bicycles, to distribute an electric moto-inspired bicycle engineered for recreational sport use and urban transportation. We also design and manufacture vehicles that support various commercial and industrial work applications and include products in the light-duty hauling, industrial and urban/suburban commuting sub-sectors. Our On Road vehicle brands also include Goupil and Aixam which are primarily marketed in Western Europe. We offer 19 models across these brands. These businesses each have their own distribution networks through which their respective vehicles are distributed. Goupil and Aixam sell directly to customers in France, through subsidiaries in certain Western European countries and through several dealers and distributors for markets outside such countries.  • Marine: In August 2022, our Marine Godfrey brand released the Mighty G, the brand’s first pontoon model that was designed with an electric propulsion engine in mind. Godfrey incorporated design elements that support maximizing the efficiency of the platform with an electric engine, such as using full-sized tubes to enable ideal flotation levels and minimize drag in the water. In 2023, the number of customers who selected an electric vs. gas-powered motor option for their Mighty G pontoon exceeded our expectations. Polaris Marine also previewed two high-horsepower electric propulsion demonstrators at its annual dealer meetings in Syracuse, Ind., in August 2023. These demonstrators were equipped with a 150-hp outboard electric motor from Forza X1 and were used to show how Polaris Marine is testing potential capabilities for future development of watercraft optimized for electric propulsion.
	Number of vehicles recalled	Quantitative	Number	TR-AU-250a.3	Recall data reflects global recalls from our Off Road (ORV/ Snow), On Road (Motorcycles/Slingshot, Aixam and Goupil), and Marine (Bennington/Godfrey/Hurricane) Business Units. All recalls were voluntarily initiated by the Company.  Total vehicle recalls: 21  Off-Road Vehicle Recalls: 16      Total On-Road Vehicles Recalled: 30,496 Total Off-Road Vehicles Recalled: 122,484      Marine Recalls: 0 On-Road Vehicle Recalls: 5      Total Marine Units Recalled: 0						
LABOR PRACTICES	Percentage of active workforce covered under collective-bargaining agreements	Quantitative	Percentage (%)	TR-AU-310a.1	None of the hourly employees in the U.S. are covered by a collective bargaining agreement. Outside of the U.S., labor practices vary depending on local law and practice. Employees at our Monterrey, Mexico facility are unionized and subject to a collective-bargaining agreement.  The company does not disclose additional data in this category as it could be deemed commercially sensitive.						
	Number of (1) work stoppages and (2) total days idle	Quantitative	Number, Days	TR-AU-310a.2	Work stoppages: 0  Total days idle: n/a						Polaris does not sell any hybrid or plug-in hybrid vehicles.



AUTOMOBILE

AUTOMOBILE

TOPIC	ACCOUNTING METRIC	CATEGORY	UNIT OF MEASURE	CODE	2023 DISCLOSURE										
FUEL ECONOMY & USE-PHASE EMISSIONS	Discussion of strategy for managing fleet fuel economy and emissions risks and opportunities	Discussion and Analysis		TR-AU-410a.3	Our Environment and emissions information begins on page 45 of this report.										
MATERIALS SOURCING	Description of the management of risks associated with the use of critical materials	Discussion and Analysis		TR-AU-440a.1	<p>Please see our 10K Risk Factors which can be found on page 10 of our Annual Report at <a href="https://ir.polaris.com/financial-information/annual-reports/default.aspx">https://ir.polaris.com/financial-information/annual-reports/default.aspx</a>.</p> <p>Our Governance Information begins on page 12 and our Ethics and Compliance Information begins on page 76 of this report.</p>										
MATERIAL EFFICIENCY & RECYCLING	Total amount of waste from manufacturing, percentage recycled	Quantitative	Metric tons (t), Percentage (%)	TR-AU-440b.1	<table><tr><th>TYPE OF WASTE</th><th>2023</th></tr><tr><td>Hazardous waste (tons)</td><td>1,337</td></tr><tr><td>Non-hazardous waste (tons)</td><td>8,464</td></tr><tr><td>Waste Diverted from Disposal-Recycled (Tons)</td><td>36,233</td></tr><tr><td>% Recycled</td><td>79%</td></tr></table> <p>Includes waste volumes from facilities across Polaris minus a few small domestic and international locations.</p> <p>Our Environmental information regarding waste begins on page 50. Additional data in this category is not compiled on an enterprise-wide basis.</p>	TYPE OF WASTE	2023	Hazardous waste (tons)	1,337	Non-hazardous waste (tons)	8,464	Waste Diverted from Disposal-Recycled (Tons)	36,233	% Recycled	79%
	TYPE OF WASTE	2023													
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Waste Diverted from Disposal-Recycled (Tons)	36,233														
% Recycled	79%														
	Weight of end-of-life material recovered, percentage recycled	Quantitative	Metric tons (t), Percentage (%) Methodology: Percentage is weight of recovered and recycled EOL material divided by total EOL recovered material.	TR-AU-440b.2	Polaris does not compile this information outside of the EU where the End-of-Life Vehicle law requires Polaris to have programs to retrieve and recycle certain types of our vehicles. No other region of sale has this requirement.										

TOPIC	ACCOUNTING METRIC	CATEGORY	UNIT OF MEASURE	CODE	2023 DISCLOSURE
MATERIAL EFFICIENCY & RECYCLING	Average recyclability of vehicles sold, by weight	Quantitative	Percentage (%) by sales-weighted weight (metric tons) Methodology: percentage is weight of components/ materials in vehicle sold that are recyclable divided by total weight of all vehicles sold.	TR-AU-440b.3	Polaris does not currently compile this information.
	Table 2: Activity Metrics	Quantitative	Number	TR-AU-000.A	In 2023, the Company shipped approximately 448,000 units worldwide to customers and dealers.

INDUSTRIAL MACHINERY AND GOODS

TOPIC	ACCOUNTING METRIC	CATEGORY	UNIT OF MEASURE	CODE	2023 DISCLOSURE										
ENERGY MANAGEMENT	(1) Total Energy Consumed, (2) percentage grid electricity and (3) percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	RT-IG-130a.1	<table><tr><td>Total Energy (GJ)</td><td>1,711,439</td></tr><tr><td>Electric (GJ)</td><td>716,041</td></tr><tr><td>Electric %</td><td>42%</td></tr><tr><td>Renewables (GJ)*</td><td>11,165</td></tr><tr><td>Renewables %*</td><td>0.65%</td></tr></table>	Total Energy (GJ)	1,711,439	Electric (GJ)	716,041	Electric %	42%	Renewables (GJ)*	11,165	Renewables %*	0.65%
					Total Energy (GJ)	1,711,439									
					Electric (GJ)	716,041									
					Electric %	42%									
					Renewables (GJ)*	11,165									
					Renewables %*	0.65%									
*Renewable calculations do not include purchases of renewable energy certificates															
EMPLOYEE HEALTH & SAFETY	(1) Total recordable incident rate (TRIR), (2) fatality rate, and (3) near miss frequency rate (NMFR)	Quantitative	Rate	RT-IG-320a.1	<table><tr><td></td><td>2023</td></tr><tr><td>Total Recordable Incident Rate</td><td>0.46</td></tr></table>		2023	Total Recordable Incident Rate	0.46						
						2023									
					Total Recordable Incident Rate	0.46									
					Fatality Rate: 0										
Polaris does currently calculate near miss frequency rate (NMFR).															



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