



# POLARIS®

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## **Polaris Grants an Additional \$125,000 to ATV Clubs**

### ***National, State and Local ATV Clubs & Organizations to Benefit***

**MINNEAPOLIS, August 18, 2006** – Polaris Industries is proud to announce the second round of ‘T.R.A.I.L.S.’ grant recipients, with grants totaling \$125,871, for a year-to-date total of \$395,138 granted to national, state and local ATV clubs. In this round, Polaris issued grants to 13 organizations in 12 states. To date, Polaris has assisted 47 ATV organizations in 27 states across the U.S.

The first of its kind in the ATV industry, the ‘T.R.A.I.L.S.’ grant program was launched in January for ATV clubs, associations and grassroots groups. ATV riders and the trails they use are the lifeblood of the sport and Polaris aimed to create a program to help. The program has received an overwhelming response from

The T.R.A.I.L.S. program makes funds available to national, state and local organizations in the United States to ensure the future of ATV riding.

T.R.A.I.L.S. stands for:

- T = Trail Development
- R = Responsible Riding
- A = Access
- I = Initiatives
- L = Lobbying
- S = Safety

The grant program encompasses two main objectives – promoting safe and responsible riding, and preserving access. Funds can be used by organizations for trail development and maintenance projects, safety and education initiatives, lobbying and other projects to increase and maintain land access.

“Trail access is our number one challenge in the industry,” said Mike Dougherty, general manager of the ATV division at Polaris. “Our continuing and growing dedication to this program demonstrates our leadership in the industry and commitment to doing something about it.”

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The grants ranged from \$2,000 to the maximum \$10,000 and will be applied toward projects including: safety and education; search and rescue equipment and programs; trail mapping and marking; trail development, stabilization and reconditioning; bridge building; OHV park and forest service enhancement; lobbying efforts and formation of a new state organization (Illinois).

The second round of T.R.A.I.L.S. grant recipients are as follows:

*Local Organizations*

Apache County ATV Roughriders Club (Arizona)  
Friends of the Inyo (California)  
River Ranch Preservation & Conservation Association (Florida)  
Roseau / Lake of the Woods Sportsman Club (Minnesota)  
Thomson Township / Esko Volunteer Fire Department (Minnesota)  
Deepwater Volunteer Fire Department (Missouri)  
City of St. John (North Dakota)  
Androscoggin Valley ATV Club (New Hampshire)  
Gilbert Volunteer Fire Department (West Virginia)

*State Organizations*

Illinois Off Highway Vehicle Association  
New York State Off Highway Recreational Vehicle Association Inc.  
Utah Shared Access Alliance

*National Organizations*

National Forest Foundation

"We're overwhelmed with the response we've had from ATV clubs and organizations in this second round," said Dougherty. "We received twice as many applications as we did the first round which validates the enormous and growing need for funding ongoing club projects. We couldn't possibly accomplish this alone – it's truly together that we'll grow the sport we love."

**For more information on the 'T.R.A.I.L.S.' grant program and an application form, visit the Polaris Web site at [www.polarisindustries.com](http://www.polarisindustries.com) and click on "Riders," then select "Right to Ride."**

Grant applications are reviewed three times per year -- in April, August and November, with corresponding submission deadlines of March 1, July 1 and October 1. Organizations may apply for a maximum of two grants per year and all organizations must have 501c3, 501c7 or non-profit organization status. Project funding, or matching, from other sources is an important criteria in order to be considered for a T.R.A.I.L.S. grant.

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## **Polaris Announces July 'T.R.A.I.L.S.' Grant Recipients ... / page 3**

### **About Polaris**

With annual 2005 sales of \$1.9 Billion, Polaris designs, engineers, manufactures and markets snowmobiles, all-terrain vehicles (ATVs), Victory motorcycles and the Polaris *RANGER* for recreational and utility use.

Polaris is a recognized leader in the snowmobile industry; and one of the largest manufacturers of ATVs in the world. Victory motorcycles, established in 1998 and representing the first all-new American-made motorcycle from a major company in nearly 60 years, are rapidly making impressive in-roads into the motorcycle cruiser marketplace. Polaris also enhances the riding experience with a complete line of Pure Polaris apparel, accessories and parts, available at Polaris dealerships.

Polaris Industries Inc. trades on the New York Stock Exchange and Pacific Stock Exchange under the symbol "PII," and the Company is included in the S&P Small-Cap 600 stock price index.

Information about the complete line of Polaris products, apparel and vehicle accessories is available from authorized Polaris dealers or anytime from the Polaris homepage at <http://www.polarisindustries.com>.

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