



**POLARIS<sup>®</sup>**

**POLARIS INDUSTRIES INC.**

## **Iowa ATV Definition & Access**

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# Manufacturing in Iowa

Facility	Spirit Lake	Milford
Size	356,000 square feet	360,000 square feet Milford West 95,000 square feet Milford East
Employees	693	108
Operations	Weld (three shifts) Paint (two shifts) Assembly (one shift)	Assembly (one shift) Weld (one shift)
Products	RANGER, Victory, Indian, Bobcat, Military	GEM electric cars, BRUTUS, room for future assembly

**29 independently owned Polaris dealerships throughout Iowa**

**ORV Driving Iowa Expansion**

# Our Proposal

## Purpose of ATV Definition Update

**Varied skill levels: demand new options**

**Family sport: mixed machines in same group**

**Market demand for latest technology & innovation**

**Aging ATV market: average ATV rider +50 yrs.**

**ATV market = flat / SxS = booming**

## Trail Management Implications

**Statutory flexibility allows DNR to manage for future**

Retains local management between DNR, clubs & landowners

**Tiered access management approach to reflect trail demand**

What are they riding, where are they riding, how many miles available to them?

**Leverage technology (i.e. phone apps) to update trail information in real time**

**Promote Long-Term Health of ORV Riding**

# Outdoor Recreation Industry is Important

**Nationwide: \$646B annually\***

Gear & vehicles

Trips & travel-related expenses

**Iowa: \$6.1B annually\***

\$932M for off-road motorcycle, ATV, and recreational off-highway vehicle use.

\$2.7B in wages & salaries

\$632M in state & local tax revenue

105,000 direct jobs



*\*6/12 Western Governor's Association Study*

**\$1.0B for Motorized Recreation in IA → Future Growth Engine?**

# Rider Trends

## Consumers ride together: Families, Friends, Generations



One-seat ATV



2-seat 50" SxS



ATV & SxS

## Consumers demanding → choice & comfort

Varied experience levels = different types of machines

More comfortable alternatives to straddle seating + want to bring gear

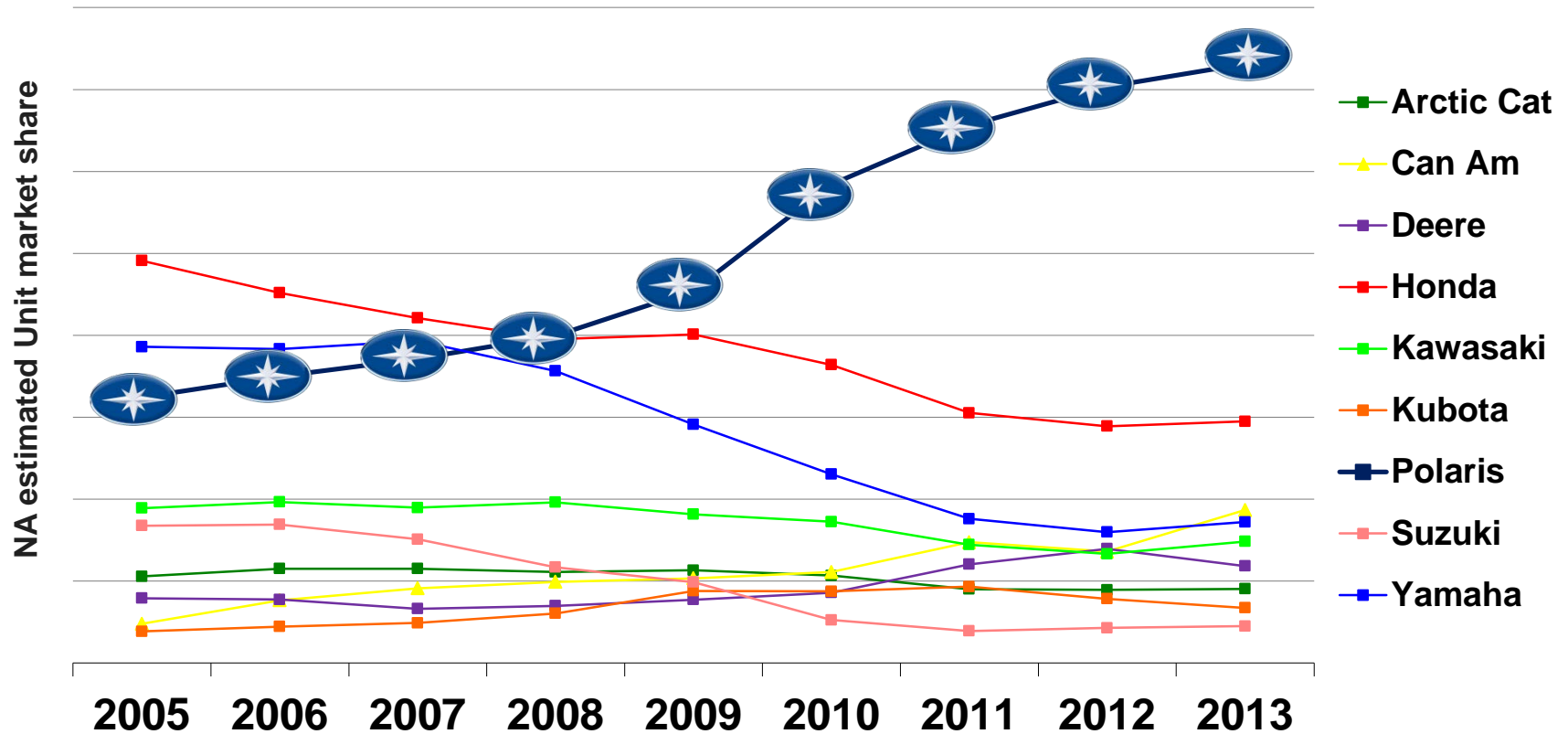
Preferences change with age → stronger trend for side-by-side seating

## low riders do not have the ability to choose

Those who transition from a 50" straddle ATV to a 50" side-by-side vehicle are not able to enjoy the same/as many trails

**Sustainable Recreation Must Meet the Needs of Future Riders**

# ORV Market Share → Riding is Evolving



**ATV trending down 60% from 2005 levels**

**SxS trending up significantly, parity with ATV market**

**New competition in 50" SxS category from Arctic, others expected**

**Polaris Understands Consumers Better than the Rest**

# Facts: ATV & 50" Side x Side Trail Riding



Different Riding Experience – Same Terrain

# Goals for Iowa

1. More SxS trails, not fewer
2. Stay abreast of consumer trends



50" Side x Side



2-up ATV

3. **Cooperative relationship with DNR/OHV clubs & other stakeholders**

**Collaborative & Balanced Future for ORV Riding**



# Machine Facts

2013	Sportsman 850 XP	RZR 800	Sportsman Touring	Difference
Width	48"	50"	48"	2"
<b>Wheelbase</b>	<b>53"</b>	<b>77"</b>	<b>57"</b>	<b>20"</b>
Weight	773 lbs.	993 lbs.	798 lbs.	195 lbs.
Clearance	11.5"	10.0"	11.25"	~ 1.5"
HP	77	52	72	~ 20HP
# of riders	1	2	2	1 rider

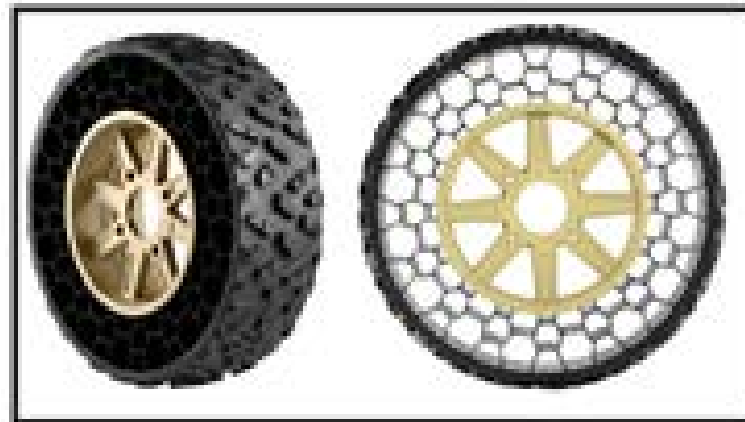
## Comparison of Extremely Popular Models

# ATV/ORUV Definitions

**Statutory definition flexibility = continued innovation**

Non-highway / non-pneumatic tire

Point-of-sale title & registration – dealers jeopardized



**Millions of \$\$\$ in market research  
support this proposal**

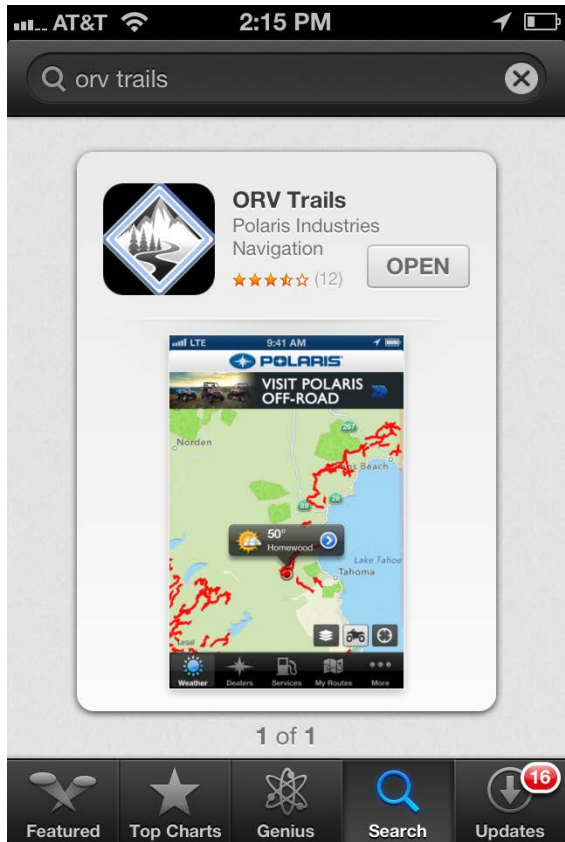
**Arctic Cat 50” SxS: January 2014**

**Polaris Seeking to Negotiate in Good Faith for ORV Riding**

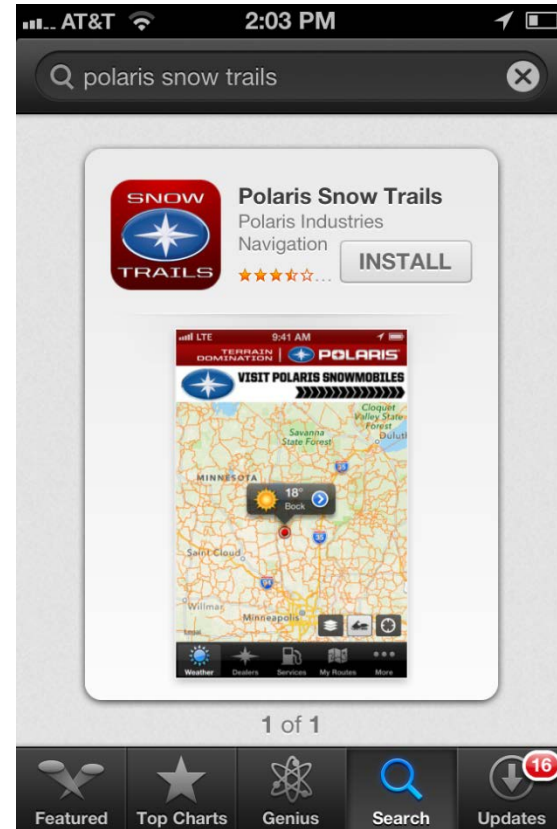
RIDER X

# RiderX: 200,000+ miles of trails in North America

## ORV Trails



## Snow Trails



Available for Apple and Android Phones and Tablets



Answers the #1 Question – WHERE CAN I RIDE?

# What RiderX Does For Riders & Clubs

Your GPS Location

Food

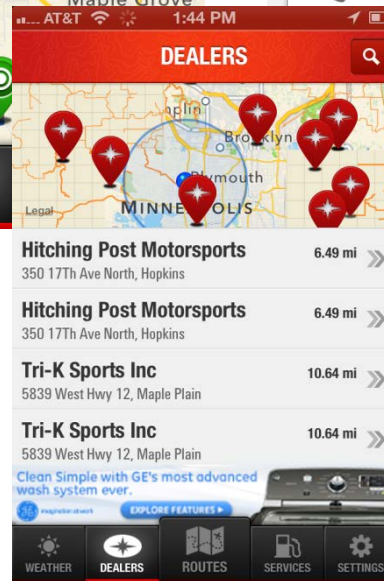
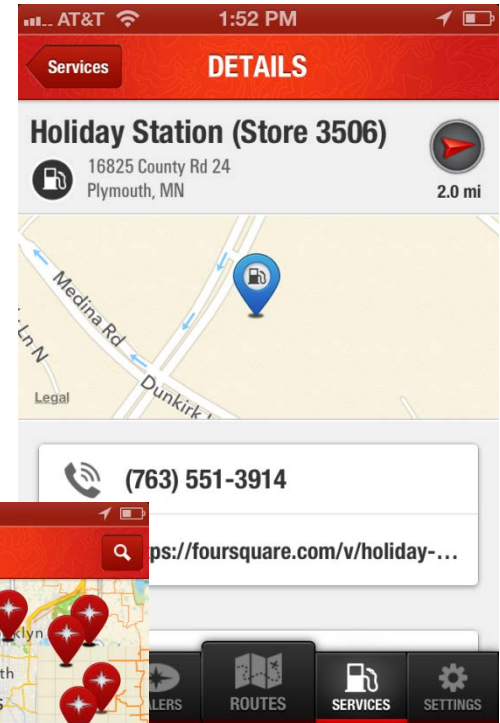
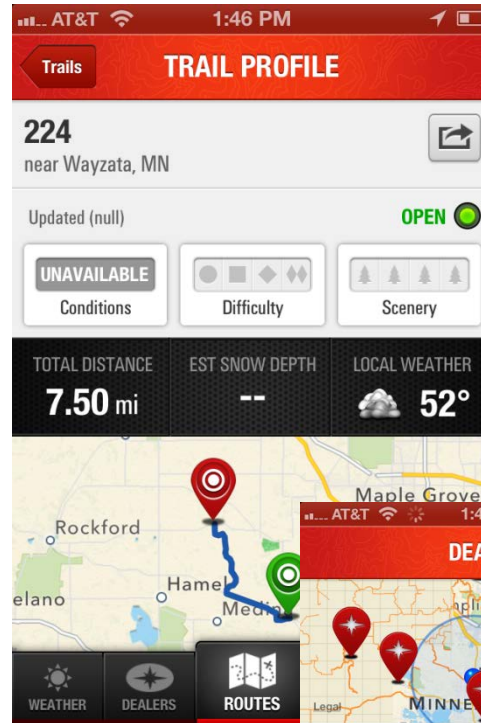
Gas

Lodging

Medical

Trail Maps

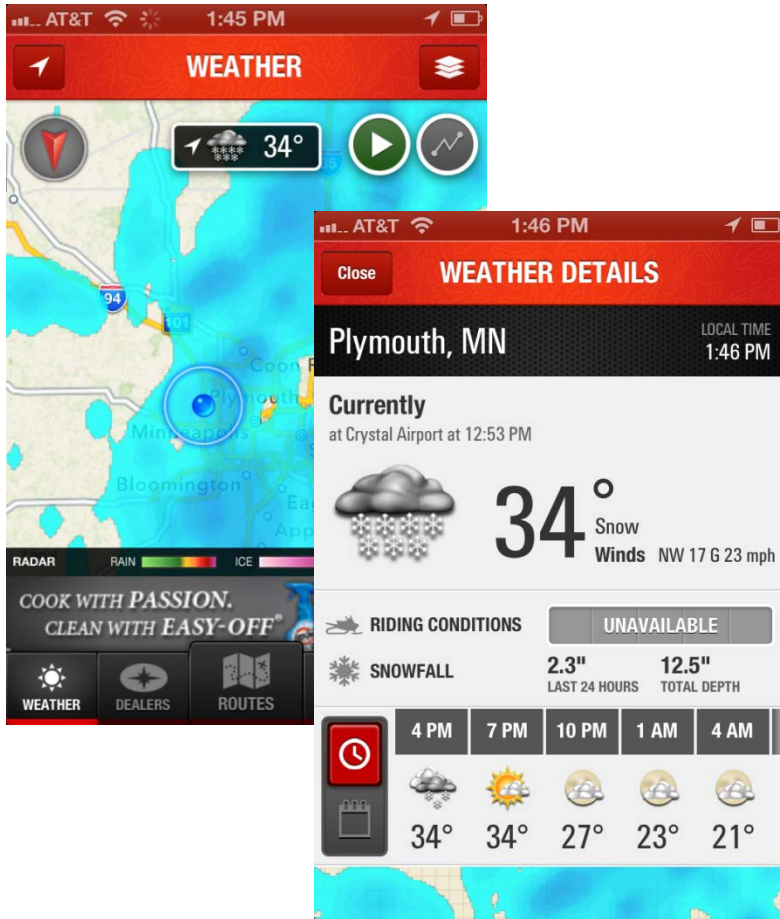
Polaris Dealers



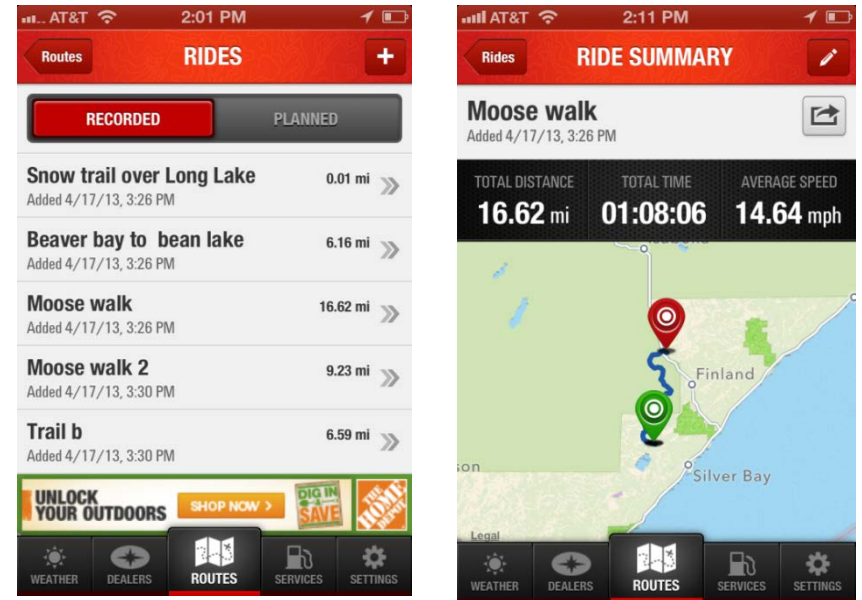
Sustains Our Sport → With FUTURE GENERATIONS

# What RiderX Does for Riders

## Real Time Weather



## Track & Share with Your Friends



A Polaris Exclusive – Plan, Track & Share Your Ride!

# Connecting Trails & Stakeholders

FEDERAL AGENCIES

STATES

COUNTIES

PRIVATE



Protecting the Sport for Future Generations

# Discussion

**Q & A**

**Thank You!**