



MEDIA KIT

December 10, 2018



EMBARGOED

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INTRODUCTION

Important Notes

- We have signed NDAs with the rental companies we collaborated with when developing Pro XD. Although we want to communicate that this collaboration took place, avoid citing any specific rental company by name.
- Pro XD is NOT a *RANGER*. Please avoid statements that would indicate otherwise.
- Pro XD is a **Polaris Commercial** product. Please use the full brand name in any communication.

Overview

The purpose of this briefing booklet is to provide a summary of the origin, features, and values of Pro XD, Polaris Commercial's newest product line.

This book contains highly confidential information.
Please do not set it down or leave it behind.

Objectives

- Analyze current UTV use cases
- Introduce Pro XD
 - SAFETY
 - DURABILITY
 - SERVICEABILITY

BACKGROUND & BUSINESS CASE

Rental Industry's UTV Demands Expanding

- **Rental industry needed Polaris' help** – Key rental industry players approached Polaris Commercial with a problem: their current UTV fleets were burdensome on their businesses. With extensive maintenance intervals and short lifespans, rental UTVs had prohibitively high total costs of ownership (TCO) and reduced return on investment (ROI).
- **Extensive research performed** – Polaris Commercial performed interviews, focus groups, branch visits, and other research to identify the true duty cycles of rental UTV fleets and opportunities for improvement. Polaris Commercial analyzed global utility customers as well to identify additional pain points.
- **3 key needs identified** – Analysis revealed current rental UTVs need for improvement in three key areas:
 1. Safety
 2. Durability
 3. Serviceability
- **Polaris Commercial combined customer feedback with innovation to create a UTV with the potential to be the new standard for rental.**

Introducing Pro XD:

POLARIS® **PRO XD™**



Pro XD Value Proposition




The Polaris Pro XD is a vehicle designed to withstand the tough duty cycles and usage on the worksite. Focused on key industry needs, Polaris delivers a work vehicle specifically designed for safety, durability and serviceability.

POLARIS® 
PRO XD

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Pro XD Model Lineup:

Pro XD 2000D 2WD Pro XD 2000D AWD Pro XD 4000D AWD

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Horsepower	24.5 Kubota Diesel	
Box volume	15.6 cubic feet	
Box capacity	<u>1,250 lbs.</u>	
Ground clearance	12 in.	
Payload capacity	<u>1,900 lbs.</u>	
Tow capacity	<u>2,500 lbs.</u>	
Top speed	15-25 mph	
Seating capacity	2	4
Drive system	AWD & 2WD	AWD

PRO XD[®] IS DESIGNED FOR SAFETY

New & Improved Capabilities



Orange Seat Belts
and Decals for
High Visibility



25 and 15 mph Speed
Options to Comply with
**Jobsite Speed
Limits**



5" Wider Foot Wells for
**Easier
Ingress/Egress**



Seatbelt Interlock
**Limits Vehicle
to 15mph When
Driver's Seatbelt
Isn't Fastened**



Safety Add-On Features

- Backup Alarm
- Horn
- Mechanical
Parking Brake
- Only Start in "Park"
with Foot on Brake



Improved Sealed
Cab Accessories for
**Better In-Cab
Dust Prevention**



PRO XD[®] IS DESIGNED FOR **DURABILITY**

New & Improved Capabilities



Larger Box to
**Carry Full
Size Pallet.**
Composite Material to
Eliminate Rust



Heavy Duty Independent
Rear Suspension for
**Excess Loads
and Minimal
Squat**



Upgraded Driveline
Components to
**Resist Corrosive
Conditions**



Industry Preferred
**Kubota 902
Diesel Power
Plant**



Kevlar Vinyl Seats to
**Resist Punctures
and Tears**



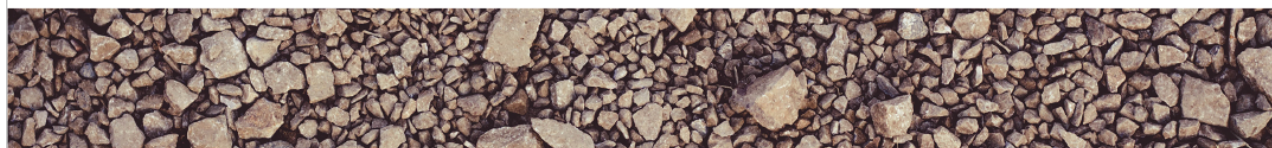
Redesigned 1-Piece
ROPS Chassis for
**Increased
Rigidity**



All-New Polaris
Heavy Duty Clutch for
**Better Durability
and Longer
Belt Life**



Hard Surface
Jobsite Tires for
**Puncture &
Wear Resistance**



PRO XD® IS DESIGNED FOR SERVICEABILITY

New & Improved Capabilities



Improved Access to
**Engine and
Transmission**



On-Board Digital
Display with Alarms to
**Notify User
of Faults**



Under Hood
Front Air Intake for
**Cleaner Air
Ingestion**



Can Perform Daily
Checks with
Box Down



4 Same Size Tires,
Non-Directional for
**Easy
Replacement**



Common Key Sets for
Each Vehicle



Maintenance Intervals
**Doubled to
200 Hours**



Impact on Rental Industry

Pro XD is the first and only UTV specifically designed for the rental industry. Its improvements on safety, durability, and serviceability will result in reduced vehicle downtime— meaning less maintenance cost for rental providers. Pro XD has the potential to make UTV fleets an asset rather than a burden for rental providers.

Accessories

Over 50 work accessories are offered, allowing users to customize Pro XD to meet the needs of any jobsite.

Accessories include:

- Poly roof
- Beacon light
- Glass windshield
- Poly doors

Polaris Has a Rich Work History

Polaris founders built their first snowmobile in 1955 for a work purpose. Since then, Polaris has been a key player in the work realm with brands like:

- *RANGER®*
- Polaris Commercial, Government and Defense
- *GEM®*
- Taylor-Dunn®

About Polaris Commercial

Through 60 plus years of innovation, Polaris has built the most durable and versatile family of commercial utility and passenger vehicles. With *RANGER®*, *GEM®*, Taylor-Dunn®, military-inspired utility vehicles, and now Pro XD™, Polaris has the largest offering of work vehicle solutions designed for moving both people and goods.

FREQUENTLY ASKED QUESTIONS

What is PRO XD?

The Polaris PRO XD is a vehicle designed to withstand the tough duty cycles and usage on the worksite. Focused on key industry needs, Polaris delivers a work vehicle specifically designed for safety, durability and serviceability.

What models will be launched?

3 diesel models will be launched. Pro XD 2000D is available in 2WD or all-wheel drive and has a 2-person seating capacity. Pro XD 4000D has an all-wheel drive system and seats four passengers.

Is PRO XD a *RANGER*?

PRO XD is NOT a *RANGER*. Pro XD has a different market positioning compared to *RANGER*. *RANGER* is a utility recreation vehicle designed for work and play and is commonly used by farmers, hunters and homeowners. PRO XD, on the other hand, is a 100% work vehicle specifically designed for the rental industry and commercial customers.

How does PRO XD compare to the competition?

PRO XD has a greater focus on the rental industry than any other UTV. Its features offer improvements in safety, durability and serviceability across the market. Because of this focus, Pro XD is expected to be the new UTV standard for the rental industry.

Can this vehicle be used beyond rental?

Yes. Although the vehicle was designed for the rental industry, its features make it a great option for property maintenance, facility navigation, landscaping, and more.

What type of testing was performed?

Thousands of hours of vehicle testing was performed in work simulating applications. Additional testing took place at the Nevada Automotive Test Center (NATC) and the Polaris R&D Facility. Close collaboration with large rental customers confirmed that PRO XD is a rental-ready vehicle solution.

What are the speed options?

PRO XD has a top speed of 26 mph, with the option to further limit to 15 mph to comply with jobsite speed limits.

What are the power source options?

PRO XD is currently powered by a 24 horsepower, tier four Kubota Diesel motor.

How many accessories are offered?

Over 50 work accessories are offered, allowing users to customize PRO XD to meet the needs of any jobsite.

Will it have HVAC?

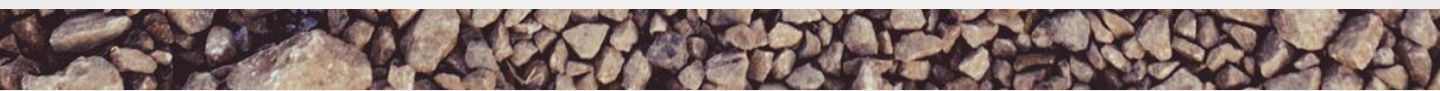
PRO XD can be up fitted with a heater and defrost as an accessory option. AC is not available.

What are the purchasing channels?

PRO XD will be available to purchase from a select commercial dealer network across North America. Our dedicated National Accounts Team handles large accounts directly. PRO XD can also be purchased via GSA or Sourcewell.

How will owners be able to service vehicles?

PRO XD will be serviced by the Polaris Commercial Dealer Network or self-servicing National Account Customers who have access to PRO XD service resources, digital diagnostic tools, and specialized PRO XD technical training which will all be backed by the Polaris Commercial Technical Support Team. To find your nearest PRO XD service dealer, visit www.Polaris.com/commercial.



QUOTES

“The new Polaris Pro XD responsively delivers professional-grade durability, safety, and capability to meet the demanding work, commercial, and rental needs of our customers and markets—they spoke, we listened, we collaborated, and then we delivered. The result is our first commercially-focused vehicle designed and built from the ground up to perfectly fit the needs of the industry with superior performance, price, and productivity. That’s Polaris Commercial products: A Smarter Way to Work.”

John Olson

**Vice President and General Manager
of Polaris Commercial, Government & Defense**

“At Polaris Commercial, we are committed to providing application specific vehicle solutions that drive profitability for our customers. By engaging directly with major rental companies throughout development, we were able to build a product focused on the needs of the rental industry— a vehicle that exceeds previous safety, durability, and serviceability standards. The introduction of Pro XD demonstrates Polaris Commercial’s commitment to invest in a long-term partnership with our rental customers.”

Sean Cheatham

Vice President of Marketing & Product Management

“Pro XD is an example of how Polaris Commercial puts our customers first. Rental industry providers were concerned with the frequency of maintenance intervals and persistent vehicle downtime that was dominating its current UTV fleets and the resulting negative impact on their end customers. By updating features in safety, durability, and serviceability, Polaris Commercial has created a 100% work vehicle capable of withstanding the harsh rental environment and the potential to positively impact rental providers’ return on investment.”

Aaron Stegemann

Director of Sales, Commercial Strategic Accounts

“We did our homework and listened to our customers. For rental providers, a successful UTV fleet starts with a solid product. We built Pro XD around safety, durability, and serviceability—a UTV that gives rental providers a fighting chance against the tough conditions that rental equipment is subjected to.”

Jamie Juliano

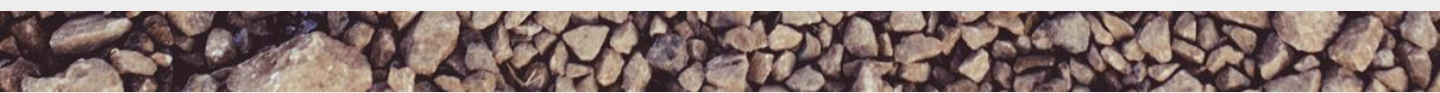
National Accounts Manager



“We are excited about this new product and anticipate benefits for both us and our customers.”

Fleet Operations Manager

Rental Company



CONTACT

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