



Dealers are critical to building the Polaris brand, they are the way customers purchase the product, obtain financing, get service and meet other people who share their passion. It is the Polaris Dealer network that makes “The Way Out” an introductory experience for our customers. Our dealer’s hard work and commitment have achieved a half century of business success.

Polaris is dedicated to providing quality products to our dealers and end customers. Quality improvements provide an immediate payback by speeding time to the market, reducing costs and increasing margins. Polaris is committed to quality because there is no end to meeting potential and existing customer’s needs.

It is that same level of commitment that Polaris Industries is looking for when selecting dealers to represent our product. We view the Polaris/dealer relationship as a long term commitment to quality and excellence.

To assist our dealers in improving sales and profitability we offer the following:

Business Planning: In 2003, we placed more emphasis on business planning before establishing order goals. We work closely with dealers to analyze store sales history, retail trends and inventory levels. Additionally, dealers receive a facility brand image review with recommendations on where property and showroom improvements can boost sales.

With operations ranging from less than \$1 million in sales to more that \$50 million, not all dealers need the same kind of assistance. To provide flexibility in our support programs, we match the dealers with a retail consultant. Together, they determine where best to direct the assistance available from Polaris.

Managing Inventory and other best practices: Managing dealer inventory is one of the single biggest levers for improving dealer profitability. Through a combination of training, incentives and joint planning, we’ve been able to help ATV dealers reduce their days of supply inventory.

We’ve introduced Web-based interactive training for dealers on how to sell ATV’s, with programs for other product lines to follow. Sales people who complete the training qualify for an incentive on each sale. The 1,500 dealerships participating in the program have seen a lift in their ATV sales. We’ve also introduced dealer seminars, that share simple tools, best practices and benchmarks to improve profitability in their five Polaris profit centers.

Dealer Extranet: The Polaris Dealer Extranet provides dealers a Web-based resource for online ordering, warranty registration, parts availability, market intelligence and information on their own performance trends. The extranet also connects dealers to the Media Vault - an online center for ready-made newspaper ads, posters and direct mail materials. Industry analysts have called it the most powerful dealer support tool in the industry.