



For 50 years, Polaris has been making machines that not only take you out there; they offer you a way out. A break from the routine. An escape from the ordinary. A moment of freedom.

Snowmobiles came first in 1954 and quickly established a track record for advanced engineering. All-terrain vehicles followed in 1985, and since their introduction have set the standard for performance and innovation. 1992 saw the arrival of our personal watercraft and their unprecedented combination of power and comfort. Then in 1997, the Polaris *RANGER* was born, creating a whole new class of off-road utility vehicles.

In Australia & New Zealand – Polaris has built a reputation for building the world's toughest, hardest-working, smoothest-riding ATVs and off-road utility vehicles.

Of course, there's more to having a great time than just a great ride. So we also make Pure Polaris parts and accessories designed to match our machines better than anything off the shelf, and a full line of apparel and collectables to stylishly capture the spirit of Polaris. We even offer financial services to make getting on our machines, and out into the open easier than ever.

In 2003 Polaris globally achieved over \$1.6 billion in sales worldwide, with engineering, manufacturing and distribution facilities all across the Midwest, and wholly-owned subsidiaries in Canada, Australia, New Zealand, France and Great Britain. It's been a fun ride, but then, after all these years, that's what we're all about.