



Victory Dealers Win 2011 Pied Piper Study

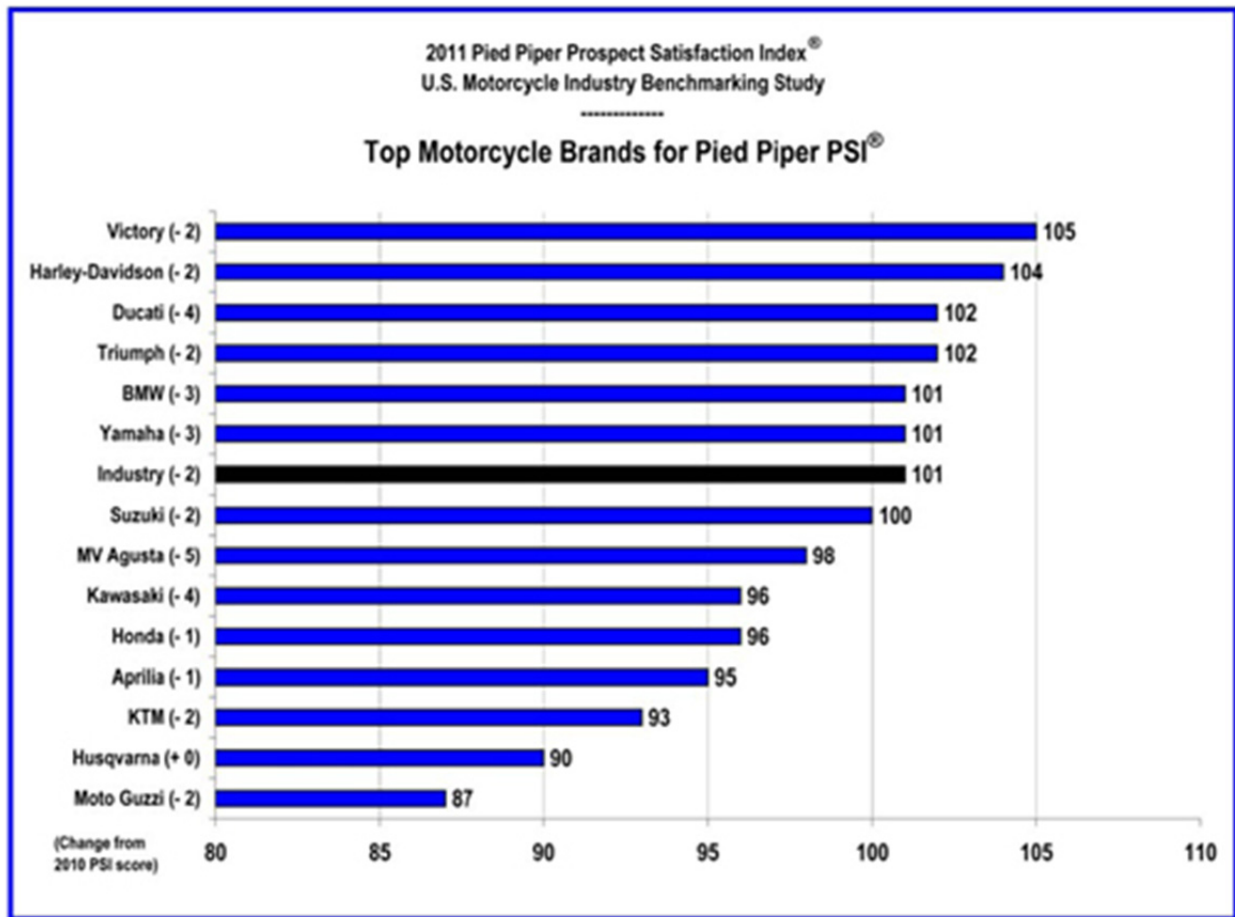
Independent Research Group Proclaims Victory as Industry Leader in Customer Prospect Satisfaction.

MEDINA, Minn. (May 3, 2011) - For the second consecutive year, Victory Motorcycle dealers set the standard for the motorcycle industry in prospect satisfaction, rating customer shopping experience, according to the 2011 Pied Piper Prospect Satisfaction Index (PSI).



The independent study, which sent nearly 2,000 anonymous “mystery shoppers” into motorcycle dealerships across the country, used data collected by these researchers to calculate PSI scores for 14 motorcycle brands. These scores are a conglomeration of a variety of data, ultimately measuring how effectively each brand’s dealerships helped motorcycle shoppers become motorcycle buyers.

“We’ve strongly believed our dealers were among the best in the motorcycle industry for many years,” said Mike Jonikas, Vice President, On-Road Division and Sales & Marketing. “To not only be independently ranked the industry’s best in 2011, but to accomplish this feat two years in a row, validates that belief and reaffirms that the Victory brand and its dealers fuel the industry’s best experience for riders.”



Source: 2011 Pied Piper Prospect Satisfaction Index® U.S. Motorcycle Industry Benchmarking Study

www.piedpiperpsi.com

In addition to posting the industry's highest PSI score, Victory dealerships outperformed all competitors in providing customers with a product walk-around demonstration, mentioning the availability of financing options and accessories and highlighting features unique from competitors' products.

Victory has always embraced the riding experience, from our engineers to our assembly workers to our dealers," said Steve Menneto, General Manager of Victory Motorcycles. "This shared passion for riding is why we produce some of the industry's most innovative bikes, and it's what continues to fuel the connection between our dealers and prospective buyers, making for the best and most authentic shopping experience in the industry."

About Polaris

With annual 2010 sales of \$1.99 billion, Polaris Industries Inc.® designs, manufactures and markets vehicles for recreational and utility use. Polaris is one of the world's largest manufacturers of off-road vehicles (ORVs), including all-terrain vehicles (ATVs) and the Polaris RANGER® side-by-sides, and is a recognized leader in the snowmobile industry. Victory Motorcycles®, introduced in 1998, represents the first all-new American-made motorcycle from a major company in nearly 60 years, and is rapidly making impressive gains in the cruiser and touring motorcycle marketplace. Polaris also recently introduced an on-road electric-powered neighborhood vehicle, and enhances the riding experience for all vehicle groups with a complete line of Pure Polaris® parts, apparel and accessories, which are available at Polaris dealerships.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol "PII," and the company is included in the S&P MidCap 400 stock price index.

Information about the complete line of Polaris products, apparel, and vehicle accessories is available online at www.polaris.com, as well as at authorized Polaris dealerships.