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Big bore/performance	     
Recreational/utility	  
2-up	   
Ride-in	
Youth	   








RZR®

Trail	  
High-performance	  
Multi-passenger	  
Youth	

RANGER®

Full-size	   
Mid-size	   
Multi-passenger	   

POLARIS®
COMMERCIAL

BRUTUS®	  
Bobcat®	     

POLARIS®
DEFENSE

Ultra-light tactical vehicles	   
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\$2,521

67% OF TOTAL
SALES

Parts accessories & apparel	60,000+ SKUs
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Technical gear	2,500+ SKUs
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RMK®

Mountain	      
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RUSH®

Performance/trail	 
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INDY®

Performance/trail	     
Youth	

SWITCHBACK®

Crossover/utility	      
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\$611



16% OF TOTAL
SALES

Baggers	     
Cruisers	     
Touring	 



Baggers	 
Cruisers	

\$302 | 8%
OF TOTAL
SALES

People movers	    
Light-duty haulers	   



Light-duty haulers	  
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Quadricycles	   
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Light-duty haulers	  
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\$220 | 6%
OF TOTAL
SALES\$123 | 3%
OF TOTAL
SALES

Note: Numerous configurations and limited-edition models are available.

2013 TOTAL SALES \$3,777