



TRAILS

A GRANT PROGRAM
to ensure the future of
ATV riding



Polaris Introduces 'T.R.A.I.L.S.' Grant Program Grants Available to U.S. National, State & Local ATV Organizations

MINNEAPOLIS, January 19, 2006 – Polaris Industries is proud to announce the launch of the 'T.R.A.I.L.S.' grant program for ATV clubs, associations and grassroots groups.

The Polaris 'T.R.A.I.L.S.' Grant Program was created for ATV clubs, associations and grassroots groups. The program makes funds available to national, state and local organizations in the United States to ensure the future of ATV riding.

The grant program encompasses two main objectives – promoting safe and responsible riding, and preserving access. Funds can be used by organizations for trail development and maintenance projects, safety and education initiatives, lobbying and other projects to increase or maintain land access.

Grant applications will be awarded three times per year – in April, August and November, with corresponding submission deadlines of March 1, July 1 and October 1. Organizations may apply for two grants per year and all organizations must be 501c3, 501c7 and/or non-profit organizations. Funding for any project from other sources is an important criteria in order to be considered for a T.R.A.I.L.S. grant.

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Trail Development

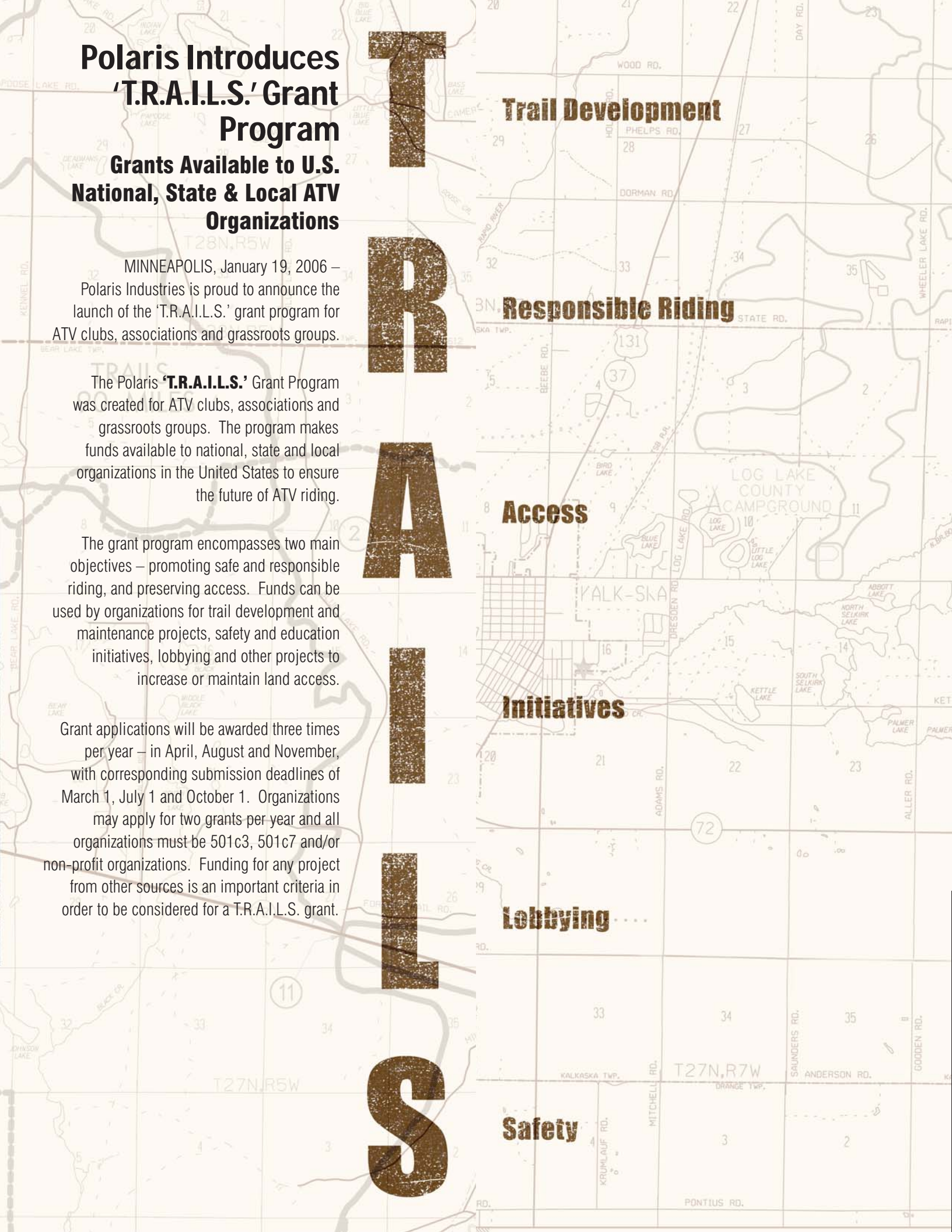
Responsible Riding

Access

Initiatives

Lobbying

Safety



Polaris Grants More Than \$260,000 to ATV Clubs

National, State and Local ATV Clubs & Organizations to Benefit

MINNEAPOLIS, April 24, 2006 – Polaris Industries is proud to announce the first round of 'T.R.A.I.L.S.' grant recipients, with grants totaling \$269,267. Polaris issued grants to 34 organizations in 20 states.

The first of its kind in the ATV industry, the 'T.R.A.I.L.S.' grant program was launched in January for ATV clubs, associations and grassroots groups. ATV riders and the trails they use are the lifeblood of the sport and Polaris aimed to create a program to help.

"Trail access is our number one challenge in the industry," said Bennett Morgan, president and chief operating officer of Polaris. "As a manufacturer, we're taking the lead and responsibility by doing something about it."

The grants ranged from \$2,000 to the maximum \$10,000 and will be applied toward projects including safety and education, trail mapping and marking, OHV park and forest service enhancement and trail development, youth safety events and lobbying efforts.



The First T.R.A.I.L.S. Grant Recipients:

Local Organizations

- North Alabama Trail Riders Association
- Cheaha Trail Riders (Alabama)
- Moto-Trax (Arizona)
- Thunder Mountain Wheelers ATV Club (Colorado)
- New England Trail Rider Association (Connecticut)
- Harlan County Ridge Runners ATV Club Inc. (Kentucky)
- Western Massachusetts ATV Association
- Topsham Trail Riders ATV/Snowmobile Club (Maine)
- Drummond Island Off-Road Club (Michigan)
- Manistee County ATV Association (Michigan)
- Ranger Snowmobile/ATV Club (Minnesota)
- City of Shakopee (Minnesota)
- Blind Lake ATV (Minnesota)
- Flat Rock Riders Club (Nebraska)
- Oswego County ATV Club Inc. (New York)
- Upstate ATV Association Inc. (New York)
- Snow Shoe Rails to Trails Association (Pennsylvania)
- Indian Creek Valley ATV Club Inc. (Pennsylvania)
- Greater Johnstown/Cambria County Foundation (Pennsylvania)
- Cle Elum Ranger District, Wenatchee Ntl. Forest (Washington)
- Tri-County Trailblazers ATV Club (Wisconsin)
- Dusty Trails ATV Club of Oconto County, Inc. (Wisconsin)

State Organizations

- AZ Off-Highway Vehicle Coalition
- Friends of Florida State Forests, Inc.
- ATV Association of Minnesota (ATVAM)
- Nebraska Off Highway Vehicle Association
- North Carolina Motorcycle Dealers Association
- Ohio Multi-Use Trails Association
- Utah/Arizona ATV Club
- Vermont ATV Sportsman's Association Inc.
- Wisconsin ATV Association (WATVA/NOHVIS)

National Organizations

- Blue Ribbon Coalition
- Tread Lightly!
- NOHVCC (National Off Highway Vehicle Conservation Council)

"We're really pleased with the response from ATV clubs and organizations in this first round," said Morgan. "We received an application from an ATV club in virtually every state. That's phenomenal because together we grow the sport we love."

For more information

on the 'T.R.A.I.L.S.' grant program and an application form, visit the Polaris Web site at www.polarisindustries.com and click on "Riders," then select "Right to Ride."

Coverage of our grant program has appeared in the following news outlets, to date:

USA Today

Yahoo Finance

Baltimore Sun

Market Watch

Big Charts

TheStreet.com

Chicago Tribune

DailyPress.com

Greenwich Time

Hartford Courant

LA Times

Morning Call

Newsday

South Florida Sun-Sentinel

Stanford Advocate

Hoovers Online

Hoovers UK

MSN Money

Excite

The Columbus Dispatch

Minnesota Business

Oklahoma City Daily Oklahoman

Minneapolis Star Tribune

News coverage snippets:

Mesabi Daily News, Virginia, MN

"Our club feels if we can connect Hoyt Lakes, Aurora and Biwabik to the OHV park [in Gilbert], it opens it up for people to stay in the individual towns and still ride," said Dewey Rudolph, member of the Ranger Snowmobile/ATV Club. "We think it can have a big economic impact. We want to make this a Mecca for four-wheelers in this area."

Chl. 50 (ABC) – Watertown, NY

Upstate ATV clubs receive grants from Polaris Industries

Two Upstate ATV clubs have been awarded trail development and rider safety grants from Polaris Industries.

The Upstate ATV Association Inc., based in Newport and the Oswego County ATV Club Inc., based in Altmar were awarded grants under the Polaris T.R.A.I.L.S. grant program, which makes funds available to national, state and local organizations in the United States to ensure the future of ATV riding.

The Snow Shoe Rails to Trails was chosen along with 20 other recipients to receive \$5,000.





Polaris 'T.R.A.I.L.S.' Grant Program – U.S. Only

Promoting Land Access, Safety and Trail Development Programs

OBJECTIVE:

To provide grants to U.S. National and State ATV organizations for trail development and maintenance projects, safety and education initiatives, lobbying, and other projects to increase or maintain land access.

HOW TO REQUEST A GRANT:

Complete the grant application form legibly. Grant forms are available on the Polaris Web site at www.polarisindustries.com under the "Riders" heading.

Mail to:

Polaris ATV 'T.R.A.I.L.S.' Grant Program
c/o Mollie Wulff & Donna Beadle



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Medina, MN 55340
612-281-6122
763-542-2317 FAX

TRAILSgrants@polarisind.com
www.polarisindustries.com

TIMETABLE:

Grant requests received at Polaris by March 1, 2007 and September 1, 2007 will be reviewed by the Polaris 'T.R.A.I.L.S.' committee by the end of November. Notifications will be made no later than 30 days after the end of the month of review.

Grant checks will be issued in April and October.

GRANT GUIDELINES:

Grant funding is limited to a maximum of \$10,000 per request.

Organizations may apply for two grants per year. All organizations must be 501c3, 501c7 or non-profit organizations.

If the grant is approved, a Results Report will be required as follow up to the project. In order to be considered for a new Grant, ALL previous Grant programs must be completed with a result/progress report.

Grants will not be paid in full until receipt of the Final Summary Report. One thousand dollars (\$1,000.00) will be held until the final report has been received.

Provide layout, graphics and content – some visual representation of the project that the grant will support.

Project funding from other sources is an important criterion considered by the committee.

Polaris video footage and photos are available free of charge to be used in creating print or broadcast materials.

How would your organization promote that part of your project funding was provided by a Polaris T.R.A.I.L.S. grant?

Project Timetable/Critical Dates

Is your ATV organization associated with a local Polaris dealership, or do you have a Polaris dealership the majority of your members work with? _____

NOTE: Please attach a copy of your non-profit status letter.

Attach itemized Project Budget

Total Amount of Grant Money Requested _____

Funds to be Received by (if there is a specific deadline) _____

Amount Contributed from other Sources _____

List other sources and specific amounts from each source

Source	Amount
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Mail to:



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