



Minneapolis ^{#1} SUCCESS STORIES SCRIPT

Polaris Industries, Inc.

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VIDEO:

AUDIO:

action shots with music
-snowmobile-ATV-PWC

close-up of Polaris logo on a snowmobile
snowmobile in action
ATV's and PWC's in action
ATV hauling hay
Snowmobile kicking up snow/racing

Polaris employees talking around conference table looking through product pamphlets and books
employees working on assembly lines
customer-service employees on phones

wide shot of assembly plant interior
shots from videos of Spirit Lake

exterior of Polaris building
engineers (from video)
computers with product designs
-engineer working on design

close-up of engine from video
montage of product line running at full speed

engineers working on designs

(upbeat music for product shots) 10 sec

as in the north star (P5-1air-00)
Polaris... manufacturer of American-made snowmobiles... A-T-V's... and personal watercraft, generates excitement for recreational sports-lovers around the world! Their products are ready to work ... and play hard!

As emotionally charged about their products as are their customers, Polaris employees are part of a team. Having existed for over forty years, this attitude has brought the company up to the level of excellence it prides itself on today!

Experiencing tremendous growth as a result of its success, Polaris expanded from its main manufacturing and engineering facility in Roseau, Minnesota to sites in Osceola, Wisconsin and Spirit Lake, Iowa.

Here at their headquarters in Minneapolis, Polaris focuses on producing the best products and services in the industry... a goal that has global impact. Polaris designs the Fuji-made engines which give their vehicles the exceptional performance and power customers have come to expect. Plans are in the works for building their own unique designs in Osceola, Wisconsin.

FIX IT

Ah-see-o-la

Ah-see-o-la

VIDEO:

two employees discussing ideas, reviewing reports

employee shots from videos
two ATV's riding away from camera
down a road

AUDIO:

Innovative thinking and highly motivated personnel keep Polaris competing at the highest level in the market. To stay there, they find that teamwork and pride are high priorities on the road to success.

VIDEO:

Hall Wendel, Jr. on camera

montage:

employee shots from Minneapolis office
-shots from videos

Hall Wendel on camera

snowmobiles from product video

ATV's from product video

PWC from product video (need the tape)
plant footage from video

engine stills

-fast-paced video of vehicles

Hall Wendel on camera

charts from shareholder update booklet
footage of stock exchange

Hall Wendel on camera

products on assembly line
employees working on paperwork,
computers, phones
snowmobiles, ATV's & PWC's

End on Hall Wendel
Dissolve to logo

AUDIO:

Hall Wendel, Jr - C.E.O. (60 sec)

follows introduction by talking about teamwork

- "Partners in Continuous Improvement"
 - who is involved
 - what impact it makes (i.e. avoid major problems; builds teamwork)
- company-wide employment today (growth)
- profit sharing - how it affects employees

Hall Wendel continues (90 sec)

discusses products and history

- manufacturer of snowmobiles for 40 years
- the importance of sleds today
 - why you started ATV and PWC production (1981 buyout led to growth/diversification)
 - what if it doesn't snow (impact on the business)
- so successful that you built more plants
 - from Roseau to Osceola and Spirit Lake
- new engine options
 - Robyn Manufacturing in Hudson
 - Polaris Osceola

Hall Wendel, Jr. (30 sec)

addresses metamorphosis of corporate status

- formation of the MLP in 1987
 - how this benefitted shareholders
- New York Stock Exchange status

Hall Wendel, Jr. (30 sec)

concludes with an outlook for the future

- achieved 30% growth/year for the past 5 years
- Can this type of growth continue?
- American-made product competing against strong foreign companies
- Plans for the future

(Remember to end with a strong, positive statement for the future!)