



POLARIS[®]

Media Release

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Immediate Release

Polaris Hawkeye – Australia’ #1 Selling ATV

Aussie farmers now putting comfort first

In the first four months of 2009, more Australian farmers have chosen the Polaris Hawkeye than any other farm quad. So why are more people than ever switching to the giant American brand? “People are looking for ride quality more than ever before,” said Polaris Industries Managing Director, Peter Alexander.

“This is a story about how a Global company can get local. The Hawkeye was developed due to extensive research in the Australian and NZ markets back in 2000. Our US engineers went back to Minnesota and began work on a completely new machine for the industry, one that had the class-leading ride quality Polaris owners love, but in a more nimble, value priced package.”



“The Hawkeye was the world’s first ATV to incorporate a 299cc engine with auto transmission and independent rear suspension. Take a ride of any other mid-size ATV, then ride a Hawkeye, and within seconds, you’ll understand that nothing rides like a Polaris.”

“Since the 1990’s we’ve been a market leader with our big-bore ATVs, now with the Hawkeye, we’re building a loyal market in the mid-size segment too.”

Polaris' overall ATV market share is also at an all-time high, and is the only major ATV brand to have grown sales in the first four months of 2009.



Polaris is aiming for more growth with a fleet of new models. Leading the way are the 99% new ATVs, the Sportsman XP 850 EPS and XP 550. With 70 and 40 horsepower engines, these models offer impressive grunt. Also as you'd expect from Polaris, the new Sportsman offers unbeatable ride quality. This new standard has been set with innovations such as anti-kickback steering, rolled IRS and the option of the best electronic power steering on the market.

Polaris is also now celebrating its status as the world's best selling Side by Side (SXS= off-road utility vehicle) brand. Polaris continue to lead the market with the release of several new RANGER models. Now available is the Ranger RZR S, a sport side by side vehicle. Interestingly, the first orders of these are from Cattle Stations in the top-end, which intend to use them as an alternative to Trail Bikes for mustering cattle.

Polaris also intends to continue its domination of the Utility segment with the new Ranger HD. The Heavy Duty Ranger offers all the leading features of previous Rangers, such as seating for 3, but now also has power steering, plus improved towing and carrying performance, due in part to another industry-first, self leveling rear-suspension.

Request an on-farm demo today on 1300 654 142.

Polaris Dealers: 1300 654 142

Web: www.polarisindustries.com.au