

POLARIS INDUSTRIES INC/MN  
Form 8-K  
July 27, 2010

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 27, 2010

POLARIS INDUSTRIES INC.  
(Exact name of Registrant as specified in its charter)

|                                       |                                     |   |
|---------------------------------------|-------------------------------------|---|
| Minnesota<br>(State of Incorporation) | 1-11411<br>(Commission File Number) | 41-1790959<br>(I.R.S. Employer Identification<br>No.) |
|---------------------------------------|-------------------------------------|---|

2100 Highway 55  
Medina, Minnesota 55340  
(Address of principal executive offices)  
(Zip Code)

(763) 542-0500  
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01 REGULATION FD DISCLOSURE.

Attached hereto as Exhibit 99.1 is a copy of presentation materials dated July 27, 2010 with respect to presentations to investors and others that may be used by senior officers of Polaris Industries Inc. (the "Company"). These materials are also available on the Company's website at [www.polarisindustries.com/irhome](http://www.polarisindustries.com/irhome).

Item 9.01 FINANCIAL STATEMENTS AND EXHIBITS.

(d) Exhibits.

99.1 Presentation materials dated July 27, 2010 to be used by senior officers of the Company.

The information contained in this report is furnished and not deemed to be filed for purposes of Section 18 of the Securities and Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section. The information in this Current Report shall not be incorporated by reference into any filing or other document pursuant to the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing or document.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: July 27, 2010

POLARIS INDUSTRIES INC.

/s/ Michael W. Malone  
Michael W. Malone  
Vice President — Finance and Chief  
Financial Officer

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EXHIBIT INDEX

| Exhibit No. | Description  |
|-------------|--|
| 99.1        | Presentation materials dated July 27, 2010 to be used by senior officers of the Company. |