

# Acquisition – Global Electric Motorcars (GEM) POLARIS

## GEM Overview

Market leader in multi-purpose low-speed neighborhood electric vehicles

45,000 vehicles sold since 1998

Established brand and dealer network:

126 dealers, including 18 international

2010 Sales: ~\$30 million



GEM e4



GEM eLXD

## Strategic Fit

### GEM provides Polaris with:

Recognizable brand in growing on-road market

Core competencies: business to business sales, make-to-order manufacturing, and mobile service

Ability to leverage Polaris' global dealer footprint

Established product line with flexibility to expand into new segments

Acquisition will close in ~ 60 days

## Global Low Speed Vehicle Industry ~ \$1.6B

