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2008: The Year Of The Outlaws

Polaris Delivers Powerful, Purpose-Built Outlaw Sport Quads For More Riders

Envision yourself at the local powersports dealership. The sales rep approaches and immediately tries to hook you up with the ATV he has to sell.

"So you're a sport quad enthusiast? Well I've got just the ride for you," he says, thinking there is only one type of sport quad rider.

He doesn't understand that the wants, needs and desires of a sand-roosting dunes rider are very different than those of a hard-charging wooded trail rider, and high-flying MX riders have another set of features they are looking for. And he probably doesn't realize how important speed and acceleration are to all sport quad riders.

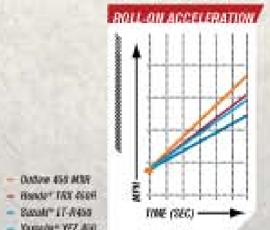
It's not just the guy at the dealership, most ATV manufacturers tend to look at the market this way as well – except for Polaris.

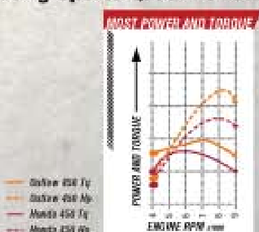
For 2008, Polaris has fast-accelerating Outlaws purpose-built for different classes of enthusiasts:

- Outlaw 525 S – The dunes rider will lust over the **Outlaw 525 S**, a quad custom-made for sand-riding.
- Outlaw 525 IRS – Trail riding enthusiasts will love the **Outlaw 525 IRS**, with its smooth-riding independent rear suspension soaking up whatever rocks, stumps or moguls the trails dish up.
- Outlaw 450 MXR – MX racers have a new option from Polaris in 2008, the **Outlaw 450 MXR**, Polaris' first purpose-built race quad in the popular 450 class.

Each of these sport ATVs features class-leading acceleration and many unique features. **If you're looking for the fastest accelerating sport quad on the planet, custom made for your enjoyment, visit a Polaris dealership.** Take a closer look, and find the Outlaw that matches your riding style.

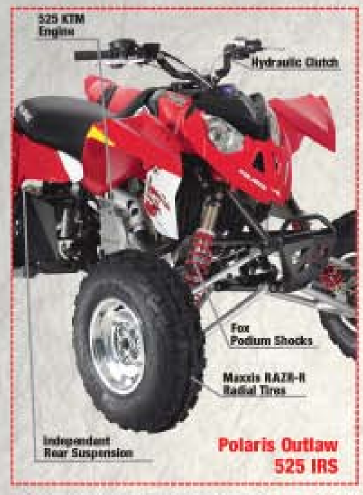
Outlaw 450: The Fastest-Accelerating Sports Quad. Period.





POLARIS® THE WORLD'S TOUGHEST ATVs®

Polaris Outlaw 525 IRS: Acceleration To Burn



It all started last year, when Polaris introduced the Outlaw 525 IRS and wowed the world.

Powered by a 525 KTM, 4-valve single, the Outlaw 525 IRS set a new benchmark for sport quad performance. Fed by a 39mm Keihin FCR carb, this mighty mill features an 11:1 compression ratio and is championship proven. **In the Outlaw 525, it offers better acceleration than competitive quads with significantly larger displacement, pulling away from 700-class quads.** Plus, it offers sporty handling some folks said wasn't possible with independent rear suspension.

Woods and trail riders who have tried the Outlaw 525 IRS have rejoiced. They got a quad featuring unrivaled ride quality, with 10 inches of high-quality travel soaking up energy and 11 inches of ground clearance for clearing rocks and stumps. Maxxis RAZR radial tires connect the quad to the ground.

In their favorite conditions, Outlaw 525 IRS riders report that they can easily outrun their friends on competitive quads – and they take less punishment while doing it. For rugged trail riding, there just isn't anything better. But not everybody rides in these conditions.

Polaris Outlaw 525 S: The Powerful New Sand Blaster

Aggressive dunes riders drooled at the powerplant found in the Outlaw 525 IRS, and they knew the chassis would work great in their preferred riding condition. But IRS? In the sand? Most sand riders said it wasn't needed and that it just added weight. They wanted their own Outlaw 525, with a straight axle.

For 2008, Polaris delivers exactly what they were looking for with the Outlaw 525 S. It is 20 pounds lighter than the IRS model, weighing in at 375 pounds dry, and it is set up to be the perfect match for dunes riding or flat track racing.

It shares the liquid-cooled 525 KTM single with the other 525. The award-winning powerplant is controlled through a 5-speed transmission with reverse, controlled by an industry-exclusive hydraulic clutch for smoother engagement. The power is delivered to the ground via Maxxis RAZR tires mounted on aluminum rims. Stainless steel, braided brake lines and premium Fox shocks are just some of the long list of standard features.

Dunes riders will now be able to leave their friends on competitive quads lost in their roost. The hard acceleration they desired is being delivered in a package custom-made for their riding style with the Outlaw 525 S. But what about their cousins who race motocross on quads?

Polaris Outlaw 450 MXR: The New Power Leader

There are suddenly a lot of choices in the 450-class for MX enthusiasts, but nobody is offering a quad that accelerates like this.

Introducing the limited edition Polaris Outlaw 450 MXR. Power comes from a hard-hitting 450 liquid-cooled single from KTM that offers a ton of torque right off the starting line. Plus, this mill delivers corner-to-corner mid-range punch that will be the new benchmark at the track.

Competitive 2007 race quads have been lined up against the new Outlaw 450 MXR, and they don't stand a chance. The radar guns and timing lights don't lie – this new Polaris dramatically outpowers the competition dressed in blue, green, red and yellow.

To customize this Outlaw for the track, Polaris lowered the ride height and added MX-focused tires – going to 20-inch front tires and 18-inch rears, all from Maxxis. Premium, highly-adjustable Fox piggyback shocks are found in the front and on the straight-axle rear.

Expect the Outlaw 450 MXR to make a big splash at local and national MX races in the coming year, because this is a 450 sport quad that has the acceleration to put the rider up front early, and the handling and mid-range burst to keep him there.

Outlaws For Everybody

For the trail, track or dunes, Polaris' Outlaw family of sport ATVs delivers the fastest acceleration, plus ride quality and features specifically designed for whatever hurdle you're trying to clear. **To learn more, go to www.polarisindustries.com**

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