

## **ATV & VICTORY SAFETY LEGAL REQUIREMENTS - United States & Canada (rev 5/12/16)**

### **VICTORY MOTORCYCLES**

#### **For Print, Direct Mail and Email:**

Victory and Victory Motorcycles are registered trademarks of Polaris Industries Inc. Always wear a helmet, eye protection, and protective clothing and obey the speed limit. Never ride under the influence of drugs or alcohol.

Victory et Victory Motorcycles sont des marques déposées de Polaris Industries, Inc. Portez toujours un casque, une protection oculaire et des vêtements de protection et respectez les limites de vitesse. Ne conduisez jamais sous l'effet de médicaments, de drogues ou de l'alcool.

#### **For Billboards, TV and Radio ONLY:**

Always wear your helmet. Never drink and ride. Victory and Victory Motorcycles are registered trademarks of Polaris Industries Inc.

### **INDIAN MOTORCYCLES**

#### **For Print, Direct Mail and Email:**

Indian and Indian Motorcycle are registered trademarks of Indian Motorcycle International LLC. Always wear a helmet, eye protection, and protective clothing and obey the speed limit. Never ride under the influence of drugs or alcohol.

#### **For Billboards, TV and Radio ONLY:**

Always wear your helmet. Never drink and ride. © 2014 Indian Motorcycle International, LLC.

### **SLINGSHOT**

The Slingshot is a three-wheeled motorcycle. It is not an automobile, it does not have airbags, and it does not meet automotive safety standards. Three-wheeled vehicles may handle differently than other vehicles, especially in wet conditions. Always wear DOT-approved full-face helmet and fasten seat belts. Driver may need a valid motorcycle endorsement. Don't drink and drive. ©2015 Polaris Industries Inc.

#### **Radio only:**

Always wear a full face helmet and seat belts. Drivers may need a valid motorcycle endorsement – check local laws.

### **GEM**

Polaris LSVs comply with the NHTSA Low Speed Vehicles rules and regulations and can be operated on many streets with posted speed limits of 35 mph or less. Check local laws regarding street use and vehicle equipment requirements. Drivers must be at least 16 years old with a valid driver's license. Driver and passengers should always wear seat belts.

## **Polaris® BRUTUS™:**

Warning: The Polaris BRUTUS is not intended for on-highway use. Driver must be at least 16 years old with a valid driver's license to operate. Passengers must be at least 12 years old and tall enough to sit with feet firmly on the floor. All SxS drivers should take a safety training course. Contact ROHVA at [www.rohva.org](http://www.rohva.org) or (949) 255-2560 for additional information regarding safety training. Polaris recommends that drivers and passengers wear helmets, eye protection, and protective clothing, especially for trail riding and other recreational use. Always wear seat belts. Be particularly careful on difficult terrain. Never engage in stunt driving, and avoid excessive speeds and sharp turns. Riding and alcohol/drugs don't mix. Check local laws before riding on trails.

## **ATV**

### **CANADIAN LEGAL**

Same legal copy as US but omit ... "call the SVIA at (800) 887-2887 ...or call 1-800-342-3764."

### **PRINT MEDIUM**

#### **DEALER NEWSPAPER ADS**

##### **Adult**

**WARNING!:** ATVs can be hazardous to operate. For your safety always wear a helmet, eye protection, and protective clothing and never carry passengers unless the adult ATV has been designed by the manufacturer specifically for that purpose. Polaris adult models are for riders 16 and older. Be sure to take a safety training course. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764.

##### **Youth**

**WARNING!:** ATVs can be hazardous to operate. For your safety always wear a helmet, eye protection, and protective clothing and never carry passengers. Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. Be sure to take a safety training course. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764.

##### **Adult and Youth**

**WARNING!:** ATVs can be hazardous to operate. For your safety always wear a helmet, eye protection, and protective clothing and never carry passengers unless the adult ATV has been designed by the manufacturer specifically for that purpose. Polaris adult models are for riders 16 and older. Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. Be sure to take a safety training course. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764.

## **MAGAZINE PRINT**

WARNING: ATVs can be hazardous to operate, Polaris adult models are for riders age 16 and older. Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. For your safety, always wear a helmet, eye protection and protective clothing, and be sure to take a safety training course. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764. Not intended for and may not be registered for on-road use.

### **RANGER**

The Polaris *RANGER*, general purpose off-road utility vehicle, is not intended and may not be registered for on-road use.

## **OUTDOOR MEDIUM**

### **BILLBOARDS/SIGNS**

ATVs can be hazardous to operate. Adult models 16 and older. Always wear a helmet and be sure to take a safety training course.

### **RANGER**

The Polaris *RANGER*, general purpose off-road utility vehicle, is not intended and may not be registered for on-road use.

## **BROADCAST MEDIUM**

### **RADIO: 30 - ADULT**

Adult model vehicles are for helmeted riders age 16 and older..

### **RADIO: 30 - ADULT**

Adult machines only-16 and older. Be sure to get safety training. For ATV safety training information call the SVIA at (800) 887-2887 or Polaris at (800) 342-3764.

### **RADIO: 60 - ADULT**

Remember, ATVs can be hazardous to operate. Polaris models with engine sizes over 90cc are only for riders age 16 and older. Always wear a helmet and be sure to get safety training. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764.

### **RADIO: 30 - YOUTH**

Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. Be sure to get safety training. For ATV safety training information, call the SVIA at (800) 887-2887 or call Polaris at (800) 342-3764.

### **RADIO: 60 - YOUTH**

Remember, ATVs can be hazardous to operate. Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. Always wear a helmet and be sure to get safety training. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764.

#### **RADIO: 30 - YOUTH & ADULT**

Polaris adult machines are for riders 16 and older. Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. Be sure to get safety training. For safety training information, call the SVIA at (800) 887-2887 or call Polaris at (800) 342-3764.

#### **RADIO: 60 - YOUTH & ADULT**

Remember, ATVs can be hazardous to operate. Polaris models with engine sizes over 90cc are only for riders age 16 and older. Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. Always wear a helmet and be sure to get safety training. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764.

#### **RANGER**

The Polaris *RANGER*, general purpose off-road utility vehicle, is not intended and may not be registered for on-road use.

#### **ATV and/or Ranger**

##### **TV SPOT: 30**

ATVs can be hazardous to operate. Adult models - 16 and older. Be sure to get training. Call the SVIA at (800) 887-2887 or Polaris at (800) 342-3764.

#### **Polaris EV LSV**

**WARNING:** The Polaris EV LSV is intended for drivers at least 16 years of age with a valid driver's license. Make sure to understand and comply with local and state regulations for on-road use. Passengers must be at least 12 years old and tall enough to grasp the hand holds and plant feet firmly on the floor. Drivers and passengers should always wear helmets and protective clothing. Be particularly careful on difficult terrain. Never engage in stunt driving and avoid excessive speeds and sharp turns. Riding and alcohol/drugs don't mix.

#### **OTHER**

##### **DIRECT MAIL**

**WARNING:** ATVs can be hazardous to operate, Polaris adult models are for riders age 16 and older. Polaris youth models of 90 cc for riders 12 and older. Polaris youth models of 50 cc for riders 6 and older. For your safety, always wear a helmet, eye protection, and protective clothing, and be sure to take a safety training course. For safety and training information, call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764.