



NEWS RELEASE

Polaris Expands Call of Duty® Collaboration as Polaris DAGOR Joins Modern Warfare® 4

2026-10-23

Longstanding collaboration continues to bridge real-world Polaris performance with one of gaming's most iconic franchises

MINNEAPOLIS, Oct. 23, 2026 /PRNewswire/ -- Polaris Inc. (NYSE: PII), the global leader in powersports, today announced the **Polaris DAGOR** is joining Call of Duty®: Modern Warfare 4 as a playable in-game vehicle. Building on Polaris' growing presence within one of the world's most recognizable gaming franchises, the integration marks the latest milestone in the company's ongoing collaboration with Call of Duty®, bringing Polaris' performance and capability to millions of players worldwide.

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/polaris/9376251-en-polaris-expands-call-of-duty-collaboration-dagor-joins-modern-warfare-4>

Following the introduction of the Polaris RZR Pro R in 2024 and Sportsman XP 1000 in 2025, DAGOR introduces players to a different side of Polaris' off-road engineering: a lightweight military platform designed for rapid transport, maneuverability and mission-focused mobility in demanding environments.

"What began as a key activation within our Virtual Meets Reality strategy has evolved into a broader partnership that allows us to bring the Polaris brand and our innovation portfolio to new audiences in immersive ways," said Holly Spaeth, Vice President, Off-Road and Polaris Brand Marketing. "The addition of DAGOR expands that vision, giving players a broader look at our vehicle portfolio and a new way to experience the mobility, capability and performance engineered for demanding environments."

Polaris designers worked closely with Call of Duty® developers at Infinity Ward to help recreate the DAGOR's

appearance and capabilities in-game, continuing the collaborative approach used with previous vehicle integrations. DAGOR marks the third Polaris vehicle to join the franchise, following the RZR Pro R and Sportsman XP 1000. Since the first integration, the relationship has grown beyond in-game vehicles to include real-world fan experiences, connecting the worlds of gaming, powersports and sports.

Earlier this year, Polaris and Call of Duty® brought the partnership off the screen and into the real world at Fanatics Fest NYC through the "**Path to Victory**" activation, where attendees experienced Polaris RZR vehicles firsthand on a custom off-road course built in the heart of Manhattan.

"Our partnership with Polaris continues to give us new ways to bring authentic, real-world vehicles into the Call of Duty® experience," said Cody Neal, Director of Global Partnerships, Activision. "The DAGOR is a natural fit for Modern Warfare 4, bringing the capability, performance and distinctive design of a real military vehicle into the game in a way that feels true to both brands."

The DAGOR is playable from day one in Call of Duty®: Modern Warfare 4, launching today, October 23, and arrives in Call of Duty®: Warzone® with Season 1 on November 6.

In honor of Veterans Day and those who have served, Polaris and the Call of Duty® Endowment will host an in-game community mission from November 11 through November 25. Once players collectively complete 5 million DAGOR rides across Call of Duty®: Modern Warfare 4 and Call of Duty®: Warzone, Polaris will donate \$25,000 to the Endowment, and one follower of the Call of Duty® Endowment's social media channels will be selected to go from the game to real life with a Polaris Adventures off-road ride experience.

For more information about Polaris and its portfolio of powersports vehicles, visit **Polaris.com**.

More about the Polaris DAGOR

Built for missions, the Polaris DAGOR is an ultra-light, open-frame military vehicle designed to move personnel and equipment quickly across challenging terrain and into hard-to-reach locations. Built to be flown in, not driven in, DAGOR can be transported inside a CH-47 Chinook or sling-loaded beneath a UH-60 Black Hawk. While not available for consumer purchase, DAGOR gives Call of Duty® players a rare look at the military side of Polaris' off-road engineering and capability. For more information on the performance and capabilities of the Polaris DAGOR, please visit **our website**.

About Polaris

As the global leader in powersports, Polaris Inc. (NYSE: PII) pioneers product breakthroughs and enriching experiences and services that have invited people to discover the joy of being outdoors since our founding in 1954. Polaris' high-quality product line-up includes the RANGER, RZR, Polaris XPEDITION, and GENERAL side-by-side off-

road vehicles; Sportsman all-terrain off-road vehicles; military and commercial off-road vehicles; snowmobiles; Slingshot moto-roadsters; Aixam quadricycles; Goupil electric vehicles; and pontoon and deck boats, including industry-leading Bennington pontoons. Polaris enhances the riding experience with a robust portfolio of parts, garments, and accessories. Headquartered in Minnesota, Polaris serves nearly 100 countries across the globe.
www.polaris.com

Call of Duty[®], Modern Warfare[®] and Warzone[®] are registered trademarks of Activision Publishing Inc.

Unless noted, trademarks are the property of Polaris Industries Inc

View original content:<https://www.prnewswire.com/news-releases/polaris-expands-call-of-duty-collaboration-as-polaris-dagor-joins-modern-warfare-4-302917593.html>

SOURCE Polaris Inc.