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**THE DREMEL BRAND HITS THE ROAD WITH INDIAN MOTORCYCLE, CELEBRATES MAKERS' CRAFTSMANSHIP
AT SXSW MARCH 11-13**

SX Create attendees encouraged to "make it mine" with all-access pass to live engraving by Dremel Makers, plus HP Sprout and new, second-generation Dremel 3D printer

MOUNT PROSPECT, Ill., March 4, 2016 – The SX Create spirit is built on a tradition of exploration and handmade artistry. This year, the Dremel brand is creating a one-of-a-kind experience to celebrate that spirit through a unique mashup of new technology, new partners and new incentives designed to challenge Makers across the country to leave their mark.

The Dremel Brand recently teamed up with [Indian® Motorcycle](#), an epic brand with a long history of legendary design and engineering, to help cultivate the passion to create and push boundaries.

"Dremel and Indian Motorcycle are two authentic brands rooted in genuine craftsmanship," said Tim Turbett, Director of Brand Marketing at Dremel. "We share the belief that there is unharnessed potential in the 'make it mine' mentality. As manufacturers, we want to do more than just supply the right products. We're coming together at SX Create to inspire the Maker community to transform the world around them using their own two hands and 'make more!'"

An [Indian® Chief® Vintage motorcycle](#) will be at the Dremel booth, #401, at the Palmer Events Center March 11-13, where noted Makers Hank Robinson of Hanro Studios and Paul Niemeyer will put a customized spin on the bike's leather and metal parts with live, detailed etching and engraving. Once complete, the finished bike will be unveiled at the Indian Motorcycle display at the 2016 Sturgis Motorcycle Rally in August. The bike will also tour to select Dremel and Indian Motorcycle events when not proudly displayed at the Dremel headquarters.

Dremel and Indian not only want to showcase this unique craftsmanship, they want fans to experience it firsthand. The brands are co-sponsoring a sweepstakes that grants one lucky winner the chance to own a one-in-a-million ride. Hank will personalize an Indian® Scout® Sixty motorcycle unique to the winner's own interests and style. The sweepstakes runs March 11 through September 30, 2016, and fans can enter online once per day at www.dremelmakeyourindianmotorcycle.com (Note: site does not go live until March 11, 2016). Other prizes will also be up for grabs during the sweepstakes, which will be announced on the [Dremel](#) and [Indian Motorcycle](#) Facebook pages on March 11. While at SX Create, attendees can see the Indian Scout Sixty motorcycle live at the main stage for creative inspiration. Fans who can't wait until the sweepstakes concludes are encouraged to visit one of Indian Motorcycle's more than [200 dealers nationwide](#) to fulfill their need for speed and sport.

“Our riders embrace customization; they see our bikes as a canvas for self-expression,” said Reid Wilson, Marketing Director for Indian Motorcycle. “Dremel products are part of that transformative process, and much like Indian Motorcycles, often provide a much-needed escape from everyday realities and chaos. SX Create is the perfect venue to celebrate that escape while encouraging riders and Makers to stand out and be recognized.”

As the presenting sponsor of SX Create, the Dremel brand is no stranger to launching intuitive new technologies that both simplify and ignite the creative process. Dremel will debut its newest 3D printer, the Dremel 3D40 Idea Builder, a part of Dremel’s complete 3D printing ecosystem for the classroom and Maker workshops. This second-generation printer increases design flexibility and ease of use for students and techies with USB- and Wi-Fi-enabled printing, a larger building platform, and the new Dremel 3D app for iOS and Android, which enables users to design 3D objects remotely. The 3D40 Idea Builder is also compatible with HP Sprout, an immersive 3D scanning system. The synergistic technologies create an intuitive design, scanning and printing process that encourages communal problem solving and activates imaginative thinking. Fans can experiment with both systems live at the Dremel booth.

Whether spring-break travel or just a long-awaited staycation is in the cards, the Dremel brand is giving SX Create visitors the opportunity to personalize and take home their own customized leather luggage tags. Dremel Chief Maker and Austin native Celina Muire will also be available to share more about her Maker in Residence experience and amazing wood burning technique.

For more information about Dremel activities at SX Create, visit <https://www.dremel.com/en-us/Pages/default.aspx> and the Dremel Facebook page, www.Facebook.com/Dremel. To learn more about Indian Motorcycle and HP Sprout, visit www.IndianMotorcycle.com and www8.hp.com/us/en/sprout/home.html.

About Dremel

Since inventing the high-speed rotary tool in 1934, the Dremel brand has been helping Makers with its full line of versatile tool systems that deliver the perfect solution for almost any job. From our Dremel rotary tools, Multi-Max™ oscillating tools, Ultra-Saw™ and Saw-Max™ multi-saws and Fortiflex™ flex shaft tool to the Idea Builder™ 3D printer, Makers have come to know and trust the brand to complete their projects. Combining compact size, ergonomic design, precision and versatility with a wide range of highly engineered accessories, Dremel tools can be used to accomplish numerous applications on a variety of materials.

Today, as a wholly owned subsidiary of the Robert Bosch Tool Corporation in Mount Prospect, IL, Dremel celebrates 83 years in business and maintains its commitment to innovation and quality. Regardless of what the task may be, the Dremel brand is dedicated to empowering Makers through creativity, precision and project enjoyment.

About Indian Motorcycle®

Indian Motorcycle, a wholly-owned subsidiary of Polaris Industries Inc. (NYSE: PII), is America’s first motorcycle company. Founded in 1901, Indian Motorcycle has won the hearts of motorcyclists around the world and earned distinction as one of America’s most legendary and iconic brands through unrivaled racing dominance, engineering prowess and countless innovations and industry firsts. Today that heritage and passion is reignited under new brand stewardship. To learn more, please visit www.indianmotorcycle.com.

About Polaris® Industries

Polaris Industries Inc. (NYSE: PII) is a global powersports leader with annual 2015 sales of \$4.7 billion. Polaris fuels the passion of riders, workers and outdoor enthusiasts with our RANGER®, RZR® and POLARIS GENERAL™ side-by-side off-road vehicles; our SPORTSMAN® and POLARIS ACE® all-terrain off-road vehicles; VICTORY® and INDIAN MOTORCYCLE® midsize and heavyweight motorcycles; SLINGSHOT® moto-roadsters; and Polaris RMK®, INDY®, SWITCHBACK® and RUSH® snowmobiles. Polaris enhances the riding experience with parts, garments and accessories sold under multiple recognizable brands, and has a growing presence in adjacent markets globally with products including military and commercial off-road vehicles, quadricycles, and electric vehicles. www.polaris.com

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Editor's Note: Dremel® is a registered brand name and is used as an adjective to describe the products made by the Dremel brand.