

HARLEY OWNERS GROUP[®] MEMBERSHIP GUIDE



HEG

WELCOME TO THE HARLEY OWNERS GROUP®

Welcome to the world's greatest riding club! As a H.O.G.® member – and a lifelong rider – myself, I'm thrilled to see you're a part of this family.

Since 1903, Harley-Davidson has stood for more than just building great motorcycles. We stand for the timeless pursuit of adventure and freedom for the soul. Being a H.O.G. member is the very best way to become a part of this unique heritage.

Last year, we introduced a fantastic new H-D Membership program, highlighting the Harley Owners Group as the pinnacle of the membership experience and with new benefits like enhanced roadside assistance and the exciting new loyalty rewards program. Download the new H-D App, where you can access the full spectrum of these benefits.

Within these pages, you'll find out how your H.O.G. membership can bring more smiles to the miles you ride. Whether it's chapter events or our epic rides, the H.O.G. brotherhood and sisterhood you'll experience is a bond that's stronger than ever.

You know more than most what a Harley-Davidson® motorcycle can do for you. Life behind the handlebars of your Harley-Davidson motorcycle is an experience unlike any other. And I invite you to take full advantage of your H.O.G. membership to live life to its fullest.

United we ride!



Bill Davidson

VP & Global Ambassador
H.O.G. Member since 1983



H.O.G.[®] ACTIVATION CHECKLIST

Activate your H.O.G. membership and benefits with this handy list.
(Be sure to read through the guide for details.)

ACTIVATE YOUR ACCOUNT & LINK THE H-D APP

- See page 9 for instructions.**
- Enable app notifications** for exciting members-only news, activities, and more.
- Have an H-D[™] Visa[®] card? **Link that, too**, and combine points toward H-D purchases. Profile > Membership > Link H-D[™] Visa[®]
- Check out your exclusive partner benefits** and set them up right away. More partners mean more value for you!

CONNECT WITH YOUR LOCAL H-D DEALER & H.O.G. CHAPTER

- Did you know most H-D Dealers also act as H.O.G. Chapter headquarters? Find your local Chapter at h-d.com/hog for exclusive events and riding opportunities!
- Follow your H.O.G. Chapter and local Dealer on the H-D app** and/or social media.
- Start tracking your miles** for H.O.G. Ride 365[™] early and often for exciting mileage rewards. Get an odometer reading from your local H-D dealer ASAP, and at least one more before the calendar year ends. See pages 20-43 for more ride challenge opportunities.

COMMUNITY BENEFITS | EXPLORE, DISCOVER & CONNECT

Your H.O.G. community is vast, from small towns to big cities—and everywhere in between. Welcome, fellow thrill-seeker. We've got a lot of miles to cover!





H.O.G.® 2024 RALLIES

Cajun Country

April 11 – 13
Scott, LA

Southwest Regional

April 25 – 27
Yuma, AZ

Great Lakes

June 6 – 8
Chippewa Falls, WI

The Last Frontier

June 20 – 23
Palmer, AK

Iron Adventure

July 11 – 13
Jay Peak, VT

Wild & Wonderful

August 21 – 24
Charleston, WV

Rocky Mountain

September 5 – 7
Grand Junction, CO

H.O.G.® 2024 TOURING RALLIES

Run to Daytona

February 25 – March 1
Pelham, AL

Spring Heat in CA

March 29 – April 2
Irvine, CA

Tour of Valor

May 15 – 24
Pensacola, FL

Rally Up Laconia

June 3 – 7
Columbus, OH

East Meets West H.O.G. Posse Ride

August 18 – September 2
North Hampton, NH

Texas Independence

October 14 – 19
Tyler, TX

Don't forget:

Harley-Davidson Homecoming 2024,

July 25 – 28; Milwaukee, WI

* Please note: Event schedule subject to change.

For the latest information, and to register for events, get the H-D® app and link your H.O.G. account, or visit h-d.com/hog.

ON THE ROAD WE'VE GOT YOUR BACK

What would a riding club be without incredible riding benefits?
We're constantly looking at new ways to make your journey a little
more enticing—and a lot easier.



GET REWARDED POINTS FOR YOUR LOYALTY

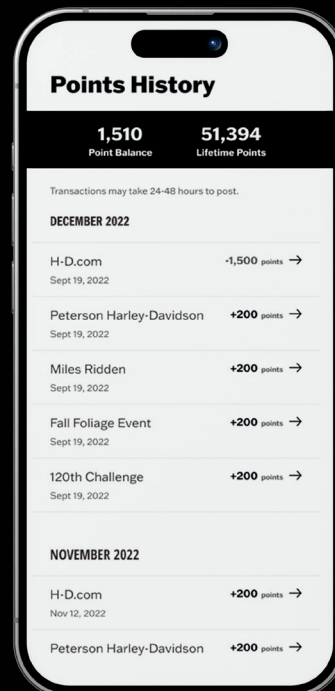
H.O.G. members receive four points for every dollar spent at participating dealers, and online at h-d.com on eligible merchandise.

Every 500 points are redeemable for a \$5 voucher!

(Rules and restrictions apply. See the H-D app or [h-d.com/membership](https://www.harley-davidson.com/membership) for details.)

EARN & REDEEM IN-DEALER OR AT H-D.COM

You can now earn points for eligible purchases, select dealer events and check-ins, and more. Rack up points and redeem them at participating dealers or on h-d.com. Be sure you've linked your H.O.G. member ID in the app to easily manage your points.



Track and manage points in the H-D app—you can even link and combine H-D Visa points.

EXCLUSIVE PARTNER BENEFITS

We're curating a growing list of H-D Membership partners to help enable and enhance the riding experience and deliver even more value for you.

Please note that partner benefits are subject to change. Find the most up-to-date list of partners and benefits in the H-D app or at [h-d.com/membership](https://www.harley-davidson.com/membership). Visit "My Benefits" in the H-D app for access.



EVEN MORE GOOD STUFF

COMPLIMENTARY H-D MUSEUM ADMISSION

For the faithful, a visit to the Harley-Davidson Museum in Milwaukee, WI, is like coming home. As a H.O.G. member, your admission is always free, any time.

ENTHUSIAST PRINT MAGAZINE

An annual print publication puts the world of Harley-Davidson right in your hands. For 2024, it'll feature rider profiles, stunning photography, and incredible stories from the road.

H.O.G. INSIDER E-NEWSLETTER

Make sure you're opted into H-D emails to receive our monthly newsletter with exclusive news, event details, promotions, and more.







EARN REWARDS FOR RIDING

Get rewarded for doing what you love. From points for every mile, to unique collectibles for key milestones, H.O.G. Ride 365's Mileage and Destination Challenges add even more fun (and bragging rights) to every ride.

To participate, you first need to activate your H.O.G. account
(See page 9 for instructions)

MILEAGE CHALLENGES

Once your H.O.G. account is activated, request an odometer reading from your local H-D dealer. That's it! It automatically enrolls you in Ride 365's Annual, Chapter and Lifetime Mileage Challenges. To track your progress, simply continue to get regular readings at your H-D dealer and request they submit your mileage.

For **Annual Mileage** rewards, get at least two odometer readings each year: One early and one before the end of December. Each ongoing read also stacks up toward your **Lifetime Mileage** achievements.

In addition, all local H.O.G. Chapter member mileage is compiled each year for our annual Chapter Challenge. Think your local chapters the best? Help them prove it!



DESTINATION CHALLENGES

DEALERSHIP CHECK-IN

Enlightenment is a journey, not a destination — but where you stop along the way can make any ride a transformational experience. With the H.O.G. Ride 365™ Dealership Check-In Challenge, visit authorized Harley-Davidson® dealerships around the world and submit photos to earn prizes. To enroll in this challenge, visit h-d.com/ride365.

50 RIDES, ONE NATION

Fifty great states, 50 life-changing rides. From the mountains of California to the Going-to-the-Sun Road in Montana to the Natchez Trace in Mississippi to the Kancamagus Highway in New Hampshire, it's all one mind-blowing mile after another, worthy of any rider's bucket list. The more you ride, the more you experience, so don't wait to kick into gear. Take a look at the rules for the rides and get ready for the most epic challenge of your life.





Igloo City Cantwell, AK

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



“Go big or go home” might have been one man’s motivation for building a massive igloo beside a lonely stretch of Alaskan highway. The three-story structure, with its urethane-coated, plywood exterior was built in the 1970s by a man named Leon Smith, whose dream was to create a hotel and resort called Igloo City.

Unfortunately, the ill-conceived igloo failed to meet building codes and never opened for business, as Smith had run out of funds to bring it up to standard. Since then, the building has passed through a succession of owners and developers as it sat vacant and deteriorating. Recently, a new lessee unveiled plans to open a distillery there, hoping to break the curse of the ignoble igloo.



RIDE PLANNER LINK:



CH
The
Fairb
Rout
pave
If yo
Igloo
Harl
Photo



Mississippi Blues Trail Tunica, MS

H-D.COM/RIDEPLANNER



The Mississippi Delta is widely known as the birthplace of the blues. And U.S. Highway 61, called the “Blues Highway,” runs 200 miles through the heart of the region. Blues legends like Muddy Waters, Robert Johnson, John Lee Hooker, and many others were born or lived near U.S. 61 at one time or another. Additionally, the highway served as a main artery for blues musicians heading north to perform in cities like Chicago and St. Louis.

The Gateway to the Blues Museum and Visitors Center in Tunica is a great place to learn some blues history, and its restored 1890s train depot makes for the perfect photo opp (the visitors center and gift shop is free to visit; entry fee applies to the museum).



RIDE PLANNER LINK:



CH
Gate
1362
phot



Little Bighorn Battlefield National Monument Crow Agency, MT

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



History often isn't pretty, and the Battle of Little Bighorn, often referred to as Custer's Last Stand, represents a particularly dark time in our country's history. June of 1876, at the height of the effort intended to force Native Americans off their ancestral lands and onto reservations.

More than 260 federal troops led by General George Armstrong Custer perished in the fight, with Lakota, Northern Cheyenne, and Arapaho tribes also tragically losing many warriors.



RIDE PLANNER LINK:



CH
Little
main
Tour



World's Largest Pistachio Alamogordo, NM

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



If you've ever wondered where to find the world's largest pistachio, you've come to the right place. McGinn's PistachioLand in Alamogordo, NM boasts that its 30-foot-tall concrete tree nut is the world's largest, and who are we to argue?

And just in case you're ever a contestant on Jeopardy, pistachios technically aren't nuts—they are seeds of drupes, which the Oxford Dictionary defines as "a type of fruit that has a thin skin and a large stone in the middle." Other nuts that are classified as drupes include walnuts, almonds, and pecans.

Don't forget to share your Jeopardy winnings with us!



RIDE PLANNER LINK:





Loneliest Road in America

Fallon to Ely, NV

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)

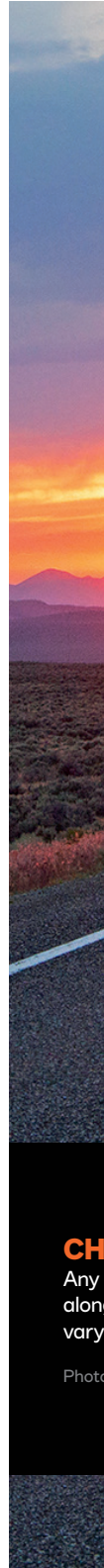


You just might find yourself singing “Only the Lonely” (Roy Orbison’s 1960 classic) as you ride U.S. 50 through the middle of Nevada’s high desert. Dubbed “The Loneliest Road in America” by Life magazine in 1986, the highway is particularly lonely along its 250 mile stretch between Fallon and Ely, where traffic is sparse and towns and gas stations are few and far between.

In its article, Life magazine claimed, “There are no points of interest. We don’t recommend it,” adding, “We warn all motorists not to drive there unless they’re confident of their survival skills.” While those claims may be exaggerated, it is advisable to start with a full tank and gas up whenever you can.



RIDE PLANNER LINK:



CH
Any
along
vary
Photo



Woodstock Monument

Swan Lake, NY

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



"By the time we got to Woodstock, we were half a million strong..." sang Crosby, Stills, Nash & Young in 1970. The Woodstock Music and Arts Fair, billed as "Three Days of Peace and Music," took place in August of 1969 on a 600-acre dairy farm owned by a man named Max Yasgur. Thirty-two musical acts performed, wrapped up with a searing performance by Jimi Hendrix, whose unique rendition of "The Star-Spangled Banner" became emblematic of the counter-cultural movement.

Despite its name, the event occurred in Bethel, NY, about 60 miles southwest of Woodstock. The festival site was added to the National Register of Historic Places in 2017. Today the Bethel Woods Center for the Arts is located there; its museum offers an in-depth look at the festival and culture of the 60s.



RIDE PLANNER LINK:



Photo

Photo

CH
Woo
W.S
for g



Hells Canyon Scenic Byway

LaGrande to Baker City, OR

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



From the depths of Hells Canyon to the peaks of the Wallowa Mountains, Hells Canyon Scenic Byway runs 218 miles in a horseshoe-shaped loop between La Grande and Baker City, Oregon. Located in the northeast corner of Oregon, the All-American Road meanders past rolling farmland, rugged cliffs, fertile valleys, snow-kissed mountains, and of course Hells Canyon, the deepest river gorge in the U.S.

The entire route is paved, but you may encounter long stretches without services, so be prepared with a full tank of gas. Also, the road is usually closed due to snow from late October through late May or early June.



RIDE PLANNER LINK:



CH
Any
road
than
diffc

Photo



Fighting Seabee Statue

North Kingstown, RI

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



The U.S. Naval Construction Battalion, better known as the Seabees, is represented by a fierce bumblebee wearing a sailor's cap and brandishing a pipe wrench, hammer, and machine gun. The mascot represents the Seabees "Can Do" mission and was designed in 1942 by Frank Lafrate, a 22-year-old civilian file clerk at the Quonset Point Naval Air Station in Davisville, RI.

The Fighting Seabee statue, constructed in 1971, originally sat at the entrance gate to the Naval Air Station. The base was decommissioned in 1974, and in 1999 the statue was moved to its current location on the grounds of the nearby Seabees Museum and Memorial Park.



RIDE PLANNER LINK:



Dignity of Earth and Sky

Chamberlain, SD

[H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



High on a bluff overlooking the Missouri River, Dignity of Earth and Sky is a 50-foot-tall stainless steel sculpture of a Native American woman. Her outstretched arms hold a star quilt featuring 128 diamond-shaped pieces designed to flutter in the wind. Created by South Dakota artist Dale Lamphere, the imposing monument honors the Native Nations of the Great Plains.

“Dignity represents the courage, perseverance and wisdom of the Lakota and Dakota culture in South Dakota,” Lamphere has said. “My hope is that the sculpture might serve as a symbol of respect and promise for the future.”



RIDE PLANNER LINK:



CH
Dign
& Clo
Char
high
to th
Photo



International Boundary Marker, Republic of Texas Carthage, TX

H-D.COM/RIDEPLANNER



The phrase “It’s like a whole other country” has often been used to describe Texas. Well, between 1836 and 1846, Texas actually was another country, known as the Republic of Texas. In 1841, survey crews placed a series of posts along the international border. Engraved “R.T.” (for Republic of Texas) on its west side, and “U.S.” on the east, this granite post in Carthage, TX is the sole remaining of the original markers.

This “blink and you’ll miss it” location sits at the Texas/Louisiana state line. Riding west from Louisiana on LA State Route 765, look for the “Panola County Line” sign as you cross into Texas on Farm to Market Road 31 (FM-31). Immediately after that sign, the site will be on your right, just off the road, adjacent to a small gravel parking area. A metal fence surrounds the original granite marker.

Note: The International Boundary Marker is part of the suggested route for the 2024 Texas Independence H.O.G. Touring Rally.



RIDE PLANNER LINK:



CH
Inter
8149
the P
Photo



GET THE H-D APP
and activate your membership



HARLEY-DAVIDSON MOTOR COMPANY

3700 West Juneau Avenue, Milwaukee, Wisconsin 53208 USA
800-CLUBHOG (800-258-2464) / 414-343-4896 (Outside U.S. and Canada)

H-D.com/hog | #HOGRIDE365

H.O.G. Roadside Assistance, and other H.O.G. partners and their affiliates are private firms offering services to H.O.G. members. Harley-Davidson Motor Company is not a party to any contract or agreement between these companies and H.O.G. members, and does not make any representations or warranties regarding any services. Harley Owners Group and Harley-Davidson Motor Company reserve the right to change benefits, services, and prices without prior notice.

©2021 H-D or its affiliates. HARLEY-DAVIDSON, HARLEY, H-D, and the Bar & Shield Logo are among the trademarks of H-D U.S.A., LLC. Third-party trademarks are the property of their respective owners.