



H.O.G.® OFFICER CONNECTION

Connecting officers to Harley-Davidson

FEEL FREE TO FORWARD THIS ISSUE OF H.O.G.® OFFICER CONNECTION TO YOUR CHAPTER MEMBERS

A MESSAGE FROM YOUR H.O.G. REGIONAL MANAGER

Wow, it's been a whirlwind of high-energy excitement here at the Harley Owners Group. Just a few weeks ago we hosted a fantastic crowd at the H-D Homecoming in Milwaukee, and as I write this, the Sturgis motorcycle rally in the Black Hills of South Dakota is going strong.

These are two very different events, but one thing they have in common is the enthusiasm and engagement we've experienced from H.O.G. members at both. Meeting with riders from all over the world at events like these gives us an opportunity to take a pulse-check on the sentiment out there, and I'm pleased to report that the level is high. Members are overwhelmingly pleased with the direction H.O.G. is moving and the enhancements we're making to their riding experience. Our focus on giving you more reasons to ride and more ways to be rewarded for the miles you ride is paying dividends in a big way.

Programs like the Let's Ride Challenge and H.O.G. Ride 365™ are designed to spark your sense of adventure to get on your bike and go exploring, and the more you ride the better it gets. All you need to do is fire up your Harley and point the front wheel in the right direction. The memories and rewards, both tangible and intangible, will follow.

Something else H.O.G. does better than anyone is offering is powerful, exclusive experiences for our members. Events like the exclusive breakfast and behind-the-scenes H-D Museum tour with Bill and Karen Davidson during the Homecoming, and members-only ride here in Sturgis are two some examples of the kind of powerful community bonding experiences only H.O.G. can offer.

My summer riding season is still in high gear, and I hope yours is too. Enjoy it. As always, thanks for everything you do to help make the Harley Owners Group the world's biggest and best riding club.



CHRIS HARRISON

H.O.G. Regional Manager - Western
253-230-4047 | [Email](#)



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One Chapter's Unforgettable 50 Rides, One Nation Journey

With epic destinations in every state, Ride 365's **50 Rides, One Nation destination challenge** is a celebration of America and the freedom of the open road. In June, Brandywine PA H.O.G. Chapter hosted a member ride that traveled to six 50 Rides destinations throughout New England, visited Laconia Motorcycle Week and connected with several fellow H.O.G. chapters along the way.

Covering more than 2,300 miles in six days, their journey fostered new friendships, unforgettable moments, and a deep appreciation for the beautiful landscapes of New England. In addition to Ride 365 rewards earned, members returned home with lasting memories of laughter, adventure and picturesque landscapes.

"From the early morning kickstands up to the last ride home, our six-day adventure was a celebration of camaraderie, exploration and the open road," says Chapter Director Alan Rodgers.

Brandywine's ride is another great example of a chapter using Ride 365 to create unique and engaging experiences for its members. If you are doing something similar, please drop us a line and we may share it in a future newsletter.



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The Power to Change a Life with HDRA

Harley-Davidson Riding Academy, which is celebrating its 25th Anniversary this year, has trained more than 1 million new riders during its quarter-century in operation. Harley-Davidson Riding Academy provides training through a network of more than 225 Harley-Davidson dealerships in 43 U.S. states, making it the largest rider training network in the United States and the only nationwide rider licensing program sponsored by a motorcycle manufacturer.

An exclusive offer from Harley-Davidson Riding Academy puts the power to change someone else's life into the hands of every H.O.G. member and rewards them for it. Earlier this year, members were mailed a VIP Referral Card to give to someone who wants to learn to ride.

The recipient receives \$100 off the price of an HDRA license waiver riding course, and the referring member gets a one-year free H.O.G. membership (\$59 value) once the student completes the course (Life members will receive an equivalent value of 5,900 loyalty points). These referrals are valid through the end of 2025. Members who lost or did not receive a referral card can request a replacement by calling 1-800-CLUB-HOG.

For more information about Harley-Davidson Riding Academy, click [here](#).

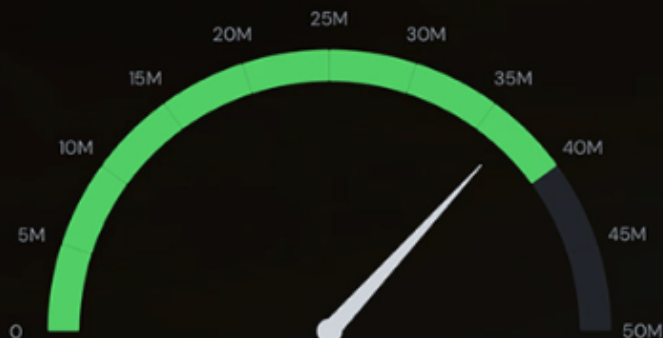


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EVERY MILE RIDDEN SUPPORTS OUR HEROES

MARCH 28 - OCTOBER 31, 2025



36 789934

Our Goal: 50,000,000 miles

13,210,066 miles away from a \$1 million contribution to our heroes!

Let's Ride Challenge on the Home Stretch

Every mile counts to help the 2025 **Let's Ride Challenge™ Ride for Heroes**, which celebrates our riding community while honoring our nation's Military, Veterans and First Responders, reach its 50-million-mile goal. Riders across the country are logging miles, earning rewards, and climbing the **leaderboard**, all while supporting a \$1 million donation to charities serving those who protect us here at home. Open to all Harley-Davidson riders, the challenge runs through October 31, 2025, and offers collectible rewards at various milestone check-ins. The challenge culminates with five riders winning new 2025 Harley-Davidson motorcycles.

To enter your miles, which also enrolls H.O.G. members in the Ride 365 mileage program, stop at a Harley-Davidson® dealership to get an odometer reading. The process is simple:

- **Scan** the in-store QR code
- **Enter** your member number, VIN and odometer mileage
- Get **validated** by a dealership employee by scanning the QR code they provide.
- Use this process to enter the challenge even if you have already entered the 2025 H.O.G. Ride 365 challenge. Once you've registered, miles recorded as part of the Let's Ride Challenge™ will start counting toward your H.O.G. Ride 365 balance.

For more information about the Let's Ride Challenge™ visit h-dletsride.com.



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**SHARE YOUR PHOTOS, STORIES AND FAVORITE
RIDING ROUTES**

Share Your Chapter Story

H.O.G. Stories is your online destination for H.O.G.-exclusive stories about life with Harley-Davidson motorcycles, from members' riding stories to new bikes, interviews with interesting people and tales from the Motor Company's archives. Topics include Riding, Community, Archives and the H.O.G. Zone, which features member benefits, partner offers and more.

Every month we're uploading new original content along with stories shared from riders around the world. A new feature encourages H.O.G. chapters to submit your own stories and photos, like the Brandywine PA Chapter ride featured above. Visit today and add your own contribution to the greatest motorcycling community ever assembled.



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2025 H.O.G. Rallies & Events

Rally Spotlight: Golden State H.O.G. Rally, October 2-4, Fresno, CA

Located in the heart of California's Central Valley, known as the "Breadbasket of America," Fresno is just a stone's throw from Big Trees, Bodacious Back Roads, Bitchin' Beaches, and The Baby Dragon. With three National Parks—Yosemite, Kings Canyon, and Sequoia—at its doorstep, Fresno offers some of the finest riding roads in the country. Get ready for an adventure that blends stunning natural beauty with unforgettable journeys!

2025 H.O.G. Touring Rallies

- Great River Upper H.O.G. Touring Rally, August 25-30, Fargo, ND to St. Louis, MO
- Tour of Valor H.O.G. Touring Rally, October 14-20, Hughesville, MD to Dayton, OH

2025 H.O.G. Regional Rallies

- Valley to the Mountains H.O.G. Rally, August 14-16, Monticello, NY
- Iron Adventure H.O.G. Rally, August 21-23, Bartlett, NH
- Rocky Mountain H.O.G. Rally, September 11-13, Pikes Peak, CO
- Golden State H.O.G. Rally, October 2-4, Fresno, CA

2025 H.O.G. Check-Ins

- Bikes, Blues & BBQ, October 1-4, Rogers, AR
- Smoky Mountain Bike Week, September 27-October 4, Maryville, TN
- Biketoberfest, October 16-19, Daytona Beach, FL

More information and registration links for 2025 H.O.G. rallies are available on the [H.O.G. Rally Map](#).



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CHAPTER TIP

Share this Email

Here's a simple tip that's easy: help us spread the word on what's happening at the Harley Owners Group by forwarding this email to your chapter members. Either send it directly to your email list or use any of the content in your own custom communications.