



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

It's hard to believe this year is already more than half over. We're now in the peak of riding season, which is packed with rallies and other big events, and I hope you and your chapter members have been out riding a lot.

At the Harley Owners Group, our primary purpose is to give our member more ways and reasons to ride. Riding is what we're all about, and H.O.G.'s Ride 365 program is the centerpiece of that mission. Whether it's mileage awards, H.O.G. benefits, destination challenges or events and rallies, participating in Ride 365 is a great way to get the most out of your membership experience because H.O.G. members reap more rewards and recognition for the miles they ride.

For chapter officers like yourself, Ride 365 is a great framework you can use to create local riding opportunities. Encourage your members to enter a riding challenge or create your own using Ride 365 as a guide. You can also take the "less is more" approach, because not every chapter ride or event requires a huge amount of effort on your part. Sometimes it's OK to just wing it. No meetings? No plan? No problem. Just put a date on the calendar, pull out a map and go ride. It really can be that easy, and it should be.

I also want to thank everyone who answered our call last month for suggestions for destinations for the 15 for '26 ride challenge. The response was outstanding. We have many great locations to choose from and look forward to sharing the list later this year after we finalize the details.

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
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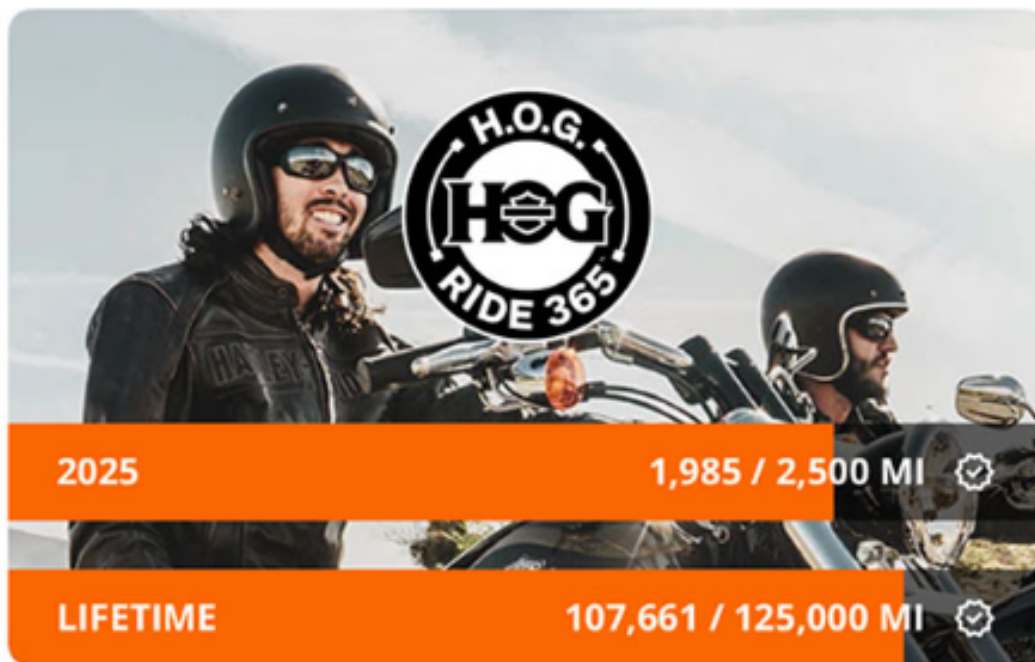


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ALL EVENTS GROUPS CHALLENGES PEOPLE

H.O.G.



H.O.G.® RIDE 365™ MILEAGE CHALLENGE

View Annual & Lifetime Mileage in the H-D App

Thanks to new enhancements to the [H-D App](#), H.O.G. members can now view their mileage achievements easily from a phone or mobile device. Connecting a membership profile to the app allows riders to see how many miles they have accumulated H.O.G.'s Ride 365 Annual and Lifetime challenges and how close they are to their next reward milestone. Riders can also use the H-D App to build and track rides, find nearby events, join riding challenges and connect with fellow riders online.

To enter the Ride 365 and Let's Ride Challenge challenges, riders must continue having odometer readings taken at a Harley-Davidson dealership (see below for more details). Miles recorded with the H-D App will not be automatically enrolled into challenges.



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H.O.G. Events at the Sturgis 85th Anniversary

Join H.O.G. and special guest Randy "Detroit" Hayward, creator of the Detroit Antique Motorcycle Show (D.A.M.), on Wednesday, August 6, at 1 pm for a fun-filled afternoon of vintage H.O.G. biker games at Full Throttle Saloon's Pappy Hoel Campground. Hayward is also hosting a meet & greet along with an exhibition of vintage motorcycle artifacts on Thursday, August 7, from 2 to 5 pm plus an Invitational D.A.M. custom bike show on Friday, August 8, from 2 to 5 pm, both at the Full Throttle Saloon.

Additional H.O.G. activities at Full Throttle Saloon's Pappy Hoel Campground, the official campground of H.O.G., include a member Check-In and the Party at the Pool. The campground offers **preferred pricing on wristbands** for H.O.G. members and is the start location for a members-only ride on Monday, August 4. Harley-Davidson will also be set up at the Sturgis Community Center in downtown Sturgis with an additional H.O.G. Check-in, new product displays and free demo rides.

Harley-Davidson activities at the 85th anniversary of the **Sturgis Motorcycle Rally** run from Friday, August 1, through Friday, August 8.



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H.O.G. Member Check-in (2 locations)

Visit each of two rally check-in locations, present your membership card and receive a unique rally token.

- Full Throttle Saloon's Pappy Hoel Campground, 19942 SD-79, Vale, SD
- Sturgis Community Center, 1401 Lazelle St., Sturgis, SD
- Dates & Times: Friday, August 1 to Friday, August 8, 10 am to 5pm.

Sturgis Motorcycle Week Challenge

For those who love to ride, this challenge is a great way to explore the Black Hills. Visit 6 of 8 selected challenge locations and check-in digitally via the [H-D App](#). After completing the challenge, H.O.G. members must return to the Harley-Davidson activation at either the Sturgis Community Center or Full Throttle Saloon's Pappy Hoel Campground by 3 pm on Friday, August 8, to receive a commemorative gift.

H.O.G. Member Ride

Saddle up for the 4th Annual "Kick'n It Old School" ride to Aladdin, WY, with a stop at Devil's Tower and lunch at Deluxe Harley-Davidson in Sundance, where the official ride ends. Registration is \$25 and includes a commemorative ride t-shirt! Capacity is limited. Register [here](#).

- Full Throttle Saloon's Pappy Hoel Campground
- Monday August 4, 2025
- Staging: 8-9 am
- Kick Stands Up: 9:30 am

H.O.G. Biker Games

Full Throttle Saloon's Pappy Hoel Campground. Wednesday, August 6, 1 pm.

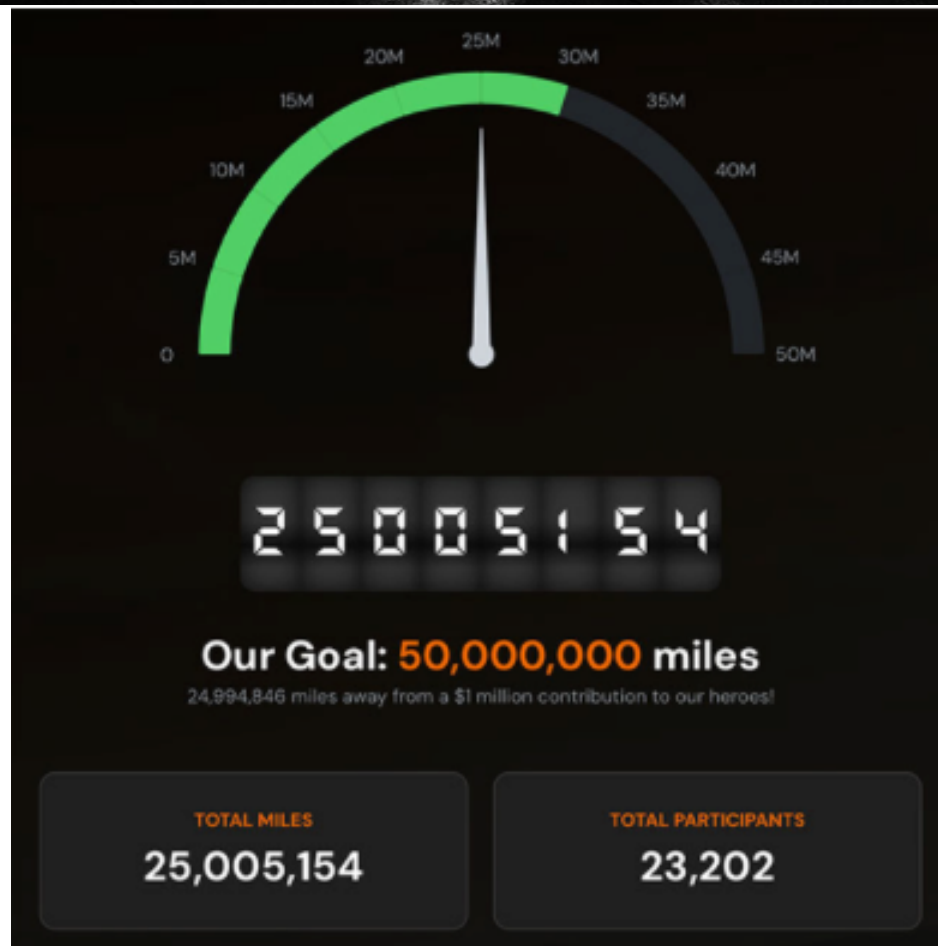
H.O.G. Party at the Pool

The Pool @ Full Throttle Saloon's Pappy Hoel Campground. Thursday August 7, 6 pm



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Let's Ride Challenge is Halfway Home

The 2025 **Let's Ride Challenge™ Ride for Heroes**, which celebrates our riding community while honoring our nation's Military, Veterans and First Responders, is halfway to 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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2025 H.O.G. Rallies & Events

Rally Spotlight: Rocky Mountain H.O.G. Rally, September 11-13, Pikes Peak, CO

Experience the excitement of riding through the heart of the Rocky Mountains with fellow H.O.G. members by conquering five high-altitude passes, each soaring over 10,000 feet, all in a single day—or choose from other incredible options like a trip up the iconic Pikes Peak, a ride along the stunning Highway of Legends, or an adventure through the breathtaking Rocky Mountain National Park. With countless routes to explore, the Rocky Mountain H.O.G. Rally offers endless opportunities for unforgettable rides and new adventures.

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

- Pacific Northwest H.O.G. Rally, July 17-19, Spokane, WA
- 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

- Sturgis Motorcycle Rally, August 1-8, Sturgis, SD

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

Photo Submissions for H.O.G. Challenges

Participating in H.O.G. Ride 365 Challenges like the Dealership Check-in Challenge, 15 for '25 and 50 Rides, One Nation is simple, but members are often confused about how to submit the required photographs to receive credit for their accomplishments. All photos must be uploaded to the member's profile at members.hog.com, not the H-D App.