



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

Drum roll please. And the winners are...

The Harley Owners Group is proud to announce the results of the 2025 Chapter Total Mileage and Average Miles per Chapter Member challenges, which have been **counted, audited and verified**, and are listed below. The impressive numbers show just how passionate our chapters and members are about riding and their commitment to working together to accomplish a common goal.

The annual mileage challenges are an exciting part of the Ride 365 program for chapters, but there many more elements to the program that offer great value to our members. Read below for a summary of the highlights. I encourage you to study the Ride 365 program and use it to encourage your members to ride more often and take full advantage of its benefits and rewards.

Good luck in this year's challenges, and as always, thanks for everything you do to make the Harley Owners Group the biggest and best riding club in the world.



CHRIS HARRISON
H.O.G. Regional Manager - Western



2025 Chapter Mileage Challenge Winners

The results of the 2025 Ride 365 Chapter Challenges are in! St. Charles Missouri Chapter is the overall winner of the Chapter Total Mileage challenge with 1,926,922 total miles ridden, and City of Firsts Chapter Kokomo Indiana is the winner of the Highest Average Miles challenge with 12,891 miles ridden per chapter member.

The overall winners, along with the top chapter in each region, receive a Ride 365 Chapter Recognition Event hosted by their H.O.G. Regional Manager and a commemorative plaque. Congratulations to every member and chapter that participated in the 2025 challenges, and good luck in 2026. For full details about Ride 365 mileage challenges, visit the [Ride 365 page](#).

Chapter Total Mileage

National Winner:

St. Charles Missouri Chapter

Region

West Central

Total Miles

1,926,922

Regional Market Winners:

Dragon Chapter Maryville Tennessee
 Cajun Chapter Lafayette Louisiana
 Derby City Chapter Louisville Kentucky
 Intermountain Chapter Boise Idaho
 Worchester Massachusetts Chapter

Southeast

1,809,829

Southwest

1,281,948

East Central

1,149,253

Northwest

949,354

Northeast

908,159

Average Miles Per Chapter Member
National Winner:
City of Firsts Chapter Kokomo, Indiana

Region	Average Miles
East Central	12,891

Regional Market Winners:
San Jose Chapter California
Gainesville Florida Chapter
Battle Born Chapter Carson City Nevada
Fremont Michigan Chapter
St. Cloud Minnesota Chapter

Southwest	11,396
Southeast	11,170
West Central	10,705
Northeast	10,141
Northwest	9,346



Let's Ride Challenge

The **Let's Ride Challenge[®] Ride for Heroes** brings riders across the country together to log miles in support of a \$1 million donation to organizations supporting active military, veterans and first responders. From now until October 31, 2026, we're calling all riders to join the 2026 Let's Ride Challenge and make every mile count. Join us in our mission to log 100 million miles in honor of our nation's heroes.

As a H.O.G. member, your Let's Ride Challenge miles also count toward Ride

365 Mileage Challenges, adding to your Annual, Lifetime and Chapter totals. H.O.G. members are also eligible to earn an exclusive Let's Ride Challenge hat and 2,500 bonus points after reaching 5,000 miles. Let's Ride Challenge entrants also have a chance to win one of five new Harley-Davidson motorcycles and collect additional rewards as they reach milestones along the way. Plus, any H.O.G. member who wins a motorcycle receives a \$5,000 cash bonus!

How to participate:

- **Register:** Visit any participating Harley-Davidson[®] dealership, h-dletsride.com, or register through the [H-D App](#).
- **Get your first reading:** Complete your first Let's Ride Challenge[®] odometer reading at a participating dealership. Once registered, your miles recorded as part of the Let's Ride Challenge also count toward your H.O.G. Ride 365 balance. The process is simple:
 - **Scan** the in-store QR code
 - **Enter** your odometer mileage
 - Get **validated** by a dealership employee
 - **Important** reminder: mileage totals tabulated manually or recorded only on the H-D App do not count towards the challenges.
- **Ride:** Hit the road and rack up miles. From chapter rides to quick weekday trips – every mile matters.

Let's Ride Challenge Rewards:

- Enter the Challenge for a chance to win one of five new Harley-Davidson motorcycles
 - **H.O.G. membership exclusive:** Any H.O.G. member who wins a motorcycle will receive an additional \$5,000 cash bonus!
- Let's Ride Challenge Sticker after first mileage reading
- Let's Ride Challenge Keychain after accumulating 500 miles
- Let's Ride Challenge Coin after accumulating 1,000 miles
- Let's Ride Challenge Flashlight after accumulating 2,500 miles
- **H.O.G. member exclusive:** H.O.G. collectible hat plus 2,500 bonus points after accumulating 5,000 miles
- Let's Ride Challenge Water Bottle after accumulating 10,000 miles
- Let's Ride Challenge Patch after completing a final mileage reading in October

For more details on the Let's Ride Challenge, visit the [website](#).

Annual Mileage Program

With H.O.G.'s Annual Mileage Recognition program, members earn valuable rewards for the miles they ride, including H-D Membership points, digital recognition badges, certificates, patches and challenge coins as miles accumulate. Every 500 points earned equals \$5, up to a maximum of 15,000 points (a \$150 value). Membership points can be redeemed electronically for purchases on H-D.com and at participating Harley-Davidson dealerships and are valid for three years from the date issued. Enter the Ride 365 mileage challenges using the same odometer reading process as the Let's Ride

Challenge (see above).

Annual Mileage Program Award Levels

- 250 miles: 250 points and digital badge
- 500 miles: 250 points and digital badge
- 1,000 miles: 500 points and digital badge
- 2,500 miles: 1,500 points and digital badge
- 5,000 miles: 2,500 points and digital badge
- 7,500 miles: 2,500 points and digital badge
- 10,000 miles: 2,500 points, digital badge, certificate, patch and challenge coin
- 15,000 miles: 5,000 points, digital badge, certificate, patch and challenge coin
- 20,000 miles: Digital badge, certificate and patch
- 25,000 miles: Digital badge, certificate, patch and challenge coin
- 50,000 miles: Digital badge, certificate, patch and challenge coin
- 75,000 miles: Digital badge, certificate, patch and challenge coin
- 100,000 miles: Digital badge, certificate, patch and challenge coin

For more information about the Annual Mileage Recognition program, visit hog.com/ride365.



15 for '26 Challenge

We asked for your input, and you answered the call: this year, nearly half of the 15 for '26 Ride Challenge destinations were selected from suggestions submitted by H.O.G. members. Ranging from the famous and familiar to the unknown and undiscovered, the 2026 list is a curated selection of some of the most inspiring, interesting and downright quirky attractions America has to offer.

To participate in the 15 for '26 Ride Challenge, simply visit the designated photo checkpoint for each destination, snap a photo showing the cover of the 2026 Membership Guide, and submit it digitally to your member profile on members.hog.com. Participants receive an exclusive challenge coin for each destination visited. Members who visit any 10 of the 15 destinations receive credit for completing the challenge. For more information, visit hog.com/ride365.

15 for '26 Ride Destinations

- O.K. Corral, Tombstone, AZ
- Route 66 - End of the Trail, Santa Monica, CA
- Nation's Smallest Post Office, Ochopee, FL
- Gemini Giant, Wilmington, IL
- Bridge of Flowers, Shelburne Falls, MA
- Jolly Green Giant statue, Blue Earth, MN
- Uranus Missouri Towne Center, St. Robert, MO
- Wright Brothers National Memorial, Kill Devil Hills, NC
- Big Muskie Bucket, McConnelsville, OH
- Blue Whale of Catoosa, Catoosa, OK
- Historic Brushy Mountain State Penitentiary, Petros, TN
- Cadillac Ranch, Amarillo, TX
- Iwo Jima Marine Memorial, Arlington, VA
- Wisconsin's Dragon, Gays Mills, WI
- Leavenworth, WA

Participants are also encouraged to share their rides and experiences with other members at [H.O.G. Stories](#), an online destination for H.O.G.-exclusive stories about life with Harley-Davidson motorcycles, including member stories, interviews with interesting people, tales from the Motor Company's archives and more.



50 Rides, One Nation Challenge

The 50 Rides, One Nation Challenge is a curated list of great rides, one in each state, that offers H.O.G. members a chance to experience some of the best riding destinations America has to offer. The concept is simple: ride to the designated location, document your visit with a photograph, and submit it through your member profile to receive credit. In addition to collecting great memories, participants also receive a unique challenge coin to commemorate each location visited. There's no time limit for completion. Collecting all 50 rides represents a lifetime riding accomplishment, a goal that has been achieved so far by only a few H.O.G. members. To explore the 50 Rides, One Nation destinations, visit the [Harley-Davidson Ride Planner](#).



Dealership Photo Challenge

More than simply a place to find H-D products and services, many Harley-Davidson dealerships are unique destinations that reflect the culture and character of the communities where they are located. H.O.G. members receive points for each official Harley-Davidson dealership location visited when they participate in the Dealership Photo Challenge. Participants are rewarded as they achievement milestones along their journey. Rewards start at 10 check-ins, with additional awards for 25, 50, 75, and 100 or more dealer check-ins. The H.O.G. member with the most dealer visits in a calendar year wins a prize valued at \$2,000. For more information, visit hog.com/ride365.