



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

We're halfway through the year and in the peak of the season, so I'll keep this short because I hope you and your chapter members are busy out riding.

At the Harley Owners Group, our primary purpose is to offer our member more reasons to ride. Riding is what we're all about, and the H.O.G. **Ride 365 program**® is the centerpiece of that mission. Whether it's mileage challenge 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, Ride 365 is also a great tool you can use to create more riding opportunities for your chapter members. Encourage them to enter a destination or mileage challenge and use it as a guide to create your own local challenges. You can also take the "less is more" approach, because not every chapter ride or event requires a huge amount of planning or effort. Sometimes it's OK to just wing it. Just put a date on the calendar, send an invitation and go ride. It's really that easy.

As always, thanks for everything you do to help make the Harley Owners Group the world's biggest and best riding club. Now let's go ride!



CHRIS HARRISON

H.O.G. Regional Manager - Western



Chrome Chapter Tip: Share Your Events Early and Often

Recruiting new members is a critical part of every successful chapter, which is why efforts to invite new Harley-Davidson owners to join your chapter are key elements of achieving Chrome Chapter status.

Whether they're aimed at first-time motorcycle riders or experienced riders buying their first Harley, your efforts should include developing a process for approaching new H-D motorcycle owners and hosting at least four rides or

other events specifically for new Harley-Davidson owners.

Additionally, you should promote your efforts by posting about them on your chapter and sponsoring dealership's social media channels and by submitting content to [HOGStories.com](https://hogstories.com).

Learn more about the Chrome Chapter program by watching an **introduction video** from Bill Davidson and Tim Budzien [here](#). Download the **Chrome Chapter Recognition Program guide** from the [Chapter Resources page](#) to find out how your chapter can earn this coveted status.



Exclusive: New H.O.G. T-Shirts by Willie G.

Legendary Harley-Davidson Chief Styling Officer Emeritus Willie G. Davidson has designed motorcycles, he's customized motorcycles and he's created

some of the most iconic logos associated with the Motor Company. His creative inspiration has also been emblazoned upon Harley-Davidson apparel for a generation.

Now, in appreciation the members of the largest manufacturer-sponsored motorcycle club in the world, Willie G. and his daughter Karen, herself an accomplished designer, have created a very special, unique T-shirt, designed exclusively for members of the Harley Owners Group.

“We had this idea to create something really special for our most loyal riders, H.O.G. members,” says Karen Davidson. “Willie G. embraces the spirit of H.O.G. and has always advocated for the rider and riding.”

“Willie G.’s sketch art is legendary and the ‘Rider in the Wind’ sketch, which captures the pure thrill of riding, when combined with the skull, his signature and the H.O.G. logo creates a powerful design that we’re sure H.O.G. members will be super proud to wear,” says Karen. “It was so important for him to send a strong signal that these elements; the spirit of Harley-Davidson and the spirit of our riders, are all uniquely tied together through the Harley Owners Group.”

The new Willie G shirts are available to purchase exclusively at the H.O.G. Merchandise store.



Head to the Hills

Join H.O.G. and Harley-Davidson from Friday, August 7, through Friday, August 14, in the Black Hills of South Dakota to celebrate the 86th **Sturgis Motorcycle Rally**.

H.O.G. activities at the Pappy Hoel Campground, the official campground of H.O.G., include a member Check-In, biker games, and the Party at the Pool. The campground offers **preferred pricing on wristbands** for H.O.G. members and is the starting point for a members-only ride. All H.O.G. events are open to members and a guest.

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. Share the schedule and details below with your members.

H.O.G. Member Ride

Saddle up for the Annual "Kick'n It Old School" ride to Devil's Tower. New this year, we're heading first to Alzada, MT, then to Devil's Tower and finally stopping for lunch at Stonehouse Saloon in Belle Fourche, SD, where the official ride ends. \$25 registration fee includes lunch and a commemorative ride T-shirt. Register [here](#) to reserve your spot!

- Pappy Hoel Campground - Full Throttle Saloon
- Sunday August 9
- Check-in and staging: 8-8:30 am
- Kickstands up: 8:30 am
- Registration closes July 26

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

Visit both Check-ins to receive a rally token unique to each location. Members must present H.O.G. membership card to receive token.

- Pappy Hoel Campground/Full Throttle Saloon, [19942 SD-79, Vale, SD](#)
- Sturgis Community Center, [1401 Lazelle St., Sturgis, SD](#)
- Dates & Times: Friday, August 7 to Friday, August 14, 10 am to 5pm.

H.O.G. Biker Games

Pappy Hoel Campground/Full Throttle Saloon. Wednesday, August 12, 3 pm.

H.O.G. Party at the Pool

The Pool @ Pappy Hoel Campground/Full Throttle Saloon. Thursday August 13, 6 pm

Sturgis Motorcycle Rally 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, return to the Harley-Davidson activation at either the Sturgis Community Center or Pappy Hoel Campground by 3 pm on Friday, August 14, to receive a commemorative gift.



2026 H.O.G. Rally Calendar

H.O.G. Rally Spotlight: Cruisin the Catskills Regional H.O.G. Rally, Hunter Mountain, NY, July 23-25

Cruise through the winding hills and valleys of New York's scenic Catskill

Mountains. Ride along rushing streams, wind your way through charming mountaintop villages and explore destinations like Cooperstown, Howe Caverns, Revolutionary War sites and the Thomas Cole National Historic Site. After a day of curves and breathtaking views, relax with friends around the fire pits or pool to share stories of the day's adventures. The Catskills aren't just a destination, they're an experience best enjoyed from the seat of your Harley.

2026 H.O.G. Touring Rallies

- 10 State H.O.G. Touring Rally, Lakeville, MN to Bossier City, LA, August 17-22
- Tour of Valor H.O.G. Touring Rally – Mobile, AL to Madison, WI, September 1-9
- Route 66 West H.O.G. Touring Rally, Amarillo, TX to Marina Del Ray, CA, September 22-28
- Ride Home H.O.G. Touring Rally, Hickory, NC to H-D Museum, Milwaukee, WI, October 14-19

2026 H.O.G. Regional Rallies

- Iron Adventure Regional H.O.G. Rally, Ludlow, VT, July 16-18
- Cruisin the Catskills Regional H.O.G. Rally, Hunter Mountain, NY, July 23-25
- H.O.G. National Rally, Branson, MO, September 9-12

2026 H.O.G. Check-ins

- Spenard Bike Week, Anchorage, AK, August 2-9
- Sturgis Motorcycle Rally, Sturgis, SD, August 7-14
- Four Corners Motorcycle Rally, Durango, CO, September 3-6
- Bikefest Lake of the Ozarks, Lake of the Ozarks, MO, September 16-19
- The Fall Ride, Sara Park, WI, September 18-19
- Smoky Mountain Bike Week, Maryville, TN, September 26-October 3
- Bikes, Blues & BBQ, Railyard Bike Park, AR, September 30-October 3
- Biketoberfest, Ormond Beach, FL, October 15-17
- The Love Ride, Glendale, CA, November 8

More information and registration links for 2026 H.O.G. rallies are available on the [H.O.G. Rally site](#).

CHAPTER TIP

Use QR Code for Mileage Readings

To make it easy for H.O.G. members to enter into the [RIDE 365 Mileage Challenges](#) and the [Let's Ride Challenge](#), Harley-Davidson has developed a simple mileage reading process that includes scanning a QR code at your local participating dealer, entering your odometer reading and finally, having it validated by a dealership employee.

While it is possible to enter odometer readings using other methods, there is a very good reason not to do so. Put simply, if your members don't use the QR code to submit mileage readings, there is a good chance they **won't** be entered into the Let's Ride Challenge and could miss out on the opportunity to contribute to that great cause and to benefit from its rewards, including a chance to win one of five new Harley-Davidson motorcycles plus a \$5,000 cash prize.

GET THE HARLEY-DAVIDSON® APP

