

FREQUENTLY ASKED QUESTIONS

MEMBER FAQ

What is Ride 365?

Ride 365 is the official mileage recognition programme for the official riding club of Harley-Davidson. Ride 365 includes the existing Lifetime Recognition and two new programmes – Annual Recognition and an annual Chapter Challenge.

RIDE365**ANNUAL RECOGNITION****RIDE365****LIFETIME RECOGNITION****RIDE365****CHAPTER CHALLENGE**

Why are we doing it?

To encourage you to focus on the reason you own H-D motorcycles – to ride them!

What's in it for me as a H.O.G. member?

- Celebrate good times – log your miles and be recognised
- Track your riding experience – rack up miles and celebrate the milestones
- Contribute to your Chapter Challenge mileage goal – have fun as you strengthen your chapter

How will mileage be tracked?

You must have your odometer mileage validated at your H-D dealership at the beginning of the calendar year. After that, you can return to the dealer throughout the year to add to your total annual mileage. Your miles will also be added to your lifetime total and tracked as part of the lifetime programme.

Can I enter mileage myself?

To maintain the integrity of the programme, mileage must be read and entered at an authorised Harley-Davidson® dealership.



MEMBER FAQ | CONTINUED

Who is eligible to participate in Ride 365?

Any H.O.G. member can and should participate!

If I trade in a motorcycle, can I keep the miles?

Yes. The miles ridden by you, belong to you.

What if I have more than one bike? Can I register all of them in Ride 365?

Yes.

Do miles that I ride when I rent a Harley-Davidson count in Ride365?

Yes, if the bike has been rented from an Authorized Rentals provider. Contact the Member Services Centre for more information.

Can H.O.G. members start the programme at any time during the year?

Yes. You may check in your mileage at any time during the year. The Annual Recognition programme recognises miles ridden from January 1 to December 31, so it's smart to check in mileage at the beginning of the year. Your miles will also be added to your lifetime total and tracked as part of the Lifetime Recognition programme.

How many times each year do H.O.G. members have to check in their mileage?

You only need to have your odometer checked in twice each year at the dealership – the first time to validate miles on or after January 1, and the second time for a final annual total on or before December 31. However, you'll want to check in with your dealership frequently to update your miles so you can earn rewards and add to your totals. Adding your mileage will instantly update on hog.com.

How will the Chapter Challenge be tracked, and what do we win?

There are two ways to win, giving all chapter sizes an opportunity to win:

- Total chapter mileage
 - Average total miles per member
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- All miles ridden by a chapter member including the miles ridden outside of official chapter events count towards the Chapter Challenge.
 - At H.O.G.'s discretion, we may add additional rewards for winning chapters.



MEMBER FAQ | CONTINUED

WHAT ARE THE INDIVIDUAL LEVELS, REWARDS AND RECOGNITION OFFERED IN THE ANNUAL PROGRAMME?

- | | |
|-----------------|------------------------------------|
| • 1,000 miles | Digital badge |
| • 2,500 miles | Digital badge |
| • 5,000 miles | Digital badge, digital certificate |
| • 7,500 miles | Digital badge, digital certificate |
| • 10,000 miles | Digital badge, digital certificate |
| • 15,000 miles | Digital badge, digital certificate |
| • 20,000 miles | Digital badge, digital certificate |
| • 25,000 miles | Digital badge, digital certificate |
| • 50,000 miles | Digital badge, digital certificate |
| • 75,000 miles | Digital badge, digital certificate |
| • 100,000 miles | Digital badge, digital certificate |



RIDE365

FOR MORE INFORMATION, VISIT HOG.COM.