



RIDE365

THE OFFICIAL RIDING CLUB OF HARLEY-DAVIDSON IS ALL ABOUT RIDING,

enjoying the freedom of the road, the adventures and the solidarity with other riders. As you share these experiences together, your H.O.G. members and your entire chapter can receive the rewards and recognition you deserve with the Ride 365 programme.

For more information on Ride 365, visit hog.com.

THE GUIDE TO **RIDE**365





RIDE365

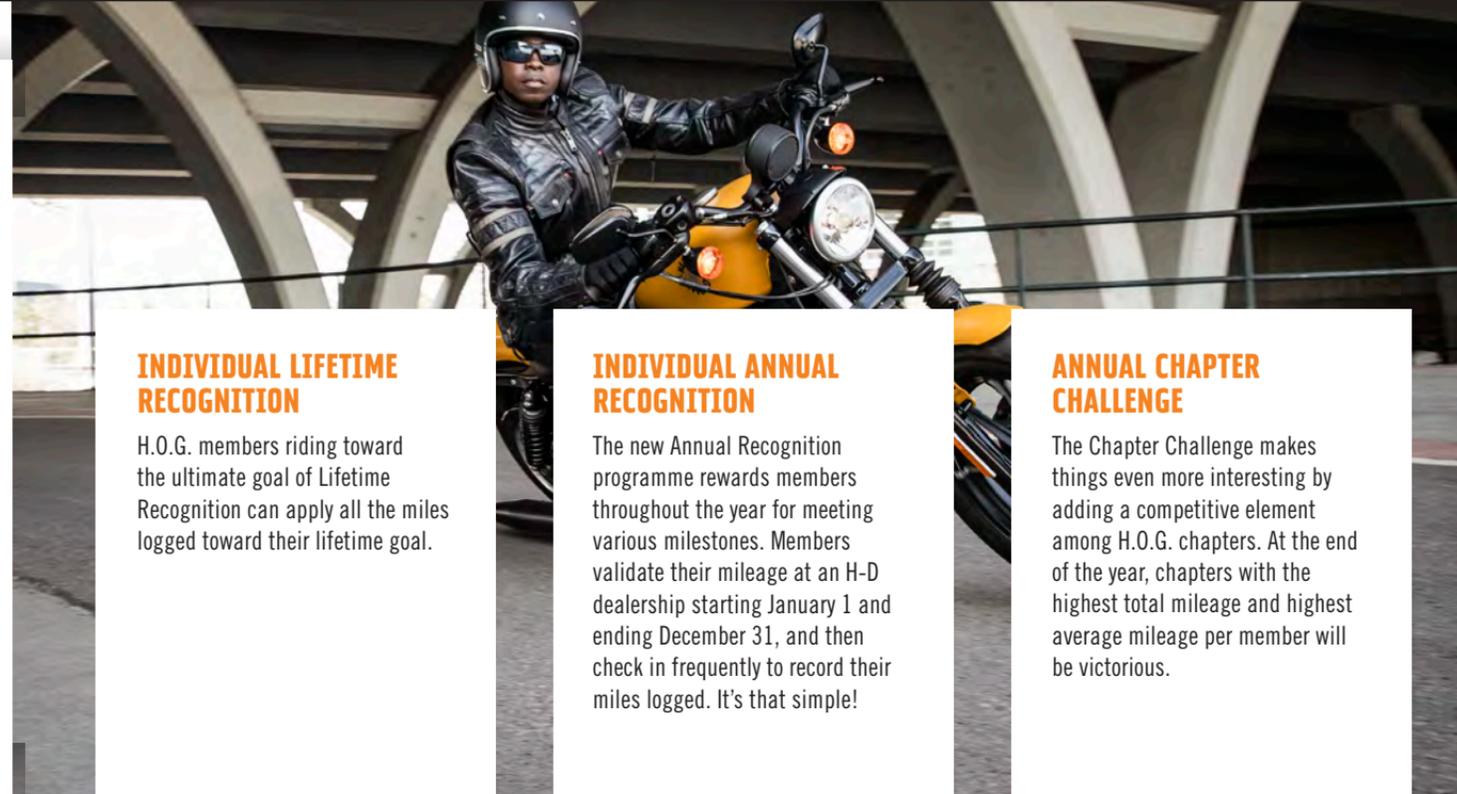
Now there are even more reasons for H.O.G. members to get out and do what they love most – ride. Members and chapters have three exciting ways to be recognised and rewarded for miles logged with Ride 365, the official mileage recognition programme for H.O.G.

RIDE 365 RUNS JANUARY 1 – DECEMBER 31 EVERY YEAR.

To get started, members must have their mileage validated at the dealership. While they can sign up any time during the year, earlier is better so every mile is tracked. Consider getting your chapter together for a mileage reading party in January at your sponsoring dealership. If it's too cold to ride where you live, ask members to bring in a picture of their odometer(s) and VIN(s).

Then get on and ride! By visiting the dealership frequently throughout the year, members can add to their total annual mileage and be rewarded for achievements along the way.

- If members have more than one bike, they can all be registered in Ride 365
- See individual and chapter rankings on hog.com
- Visit the dealership on or before December 31 to validate the final mileage for the year
- Only members with two mileage readings per motorcycle – a start and a finish – will qualify for Ride365 rewards and recognition



INDIVIDUAL LIFETIME RECOGNITION

H.O.G. members riding toward the ultimate goal of Lifetime Recognition can apply all the miles logged toward their lifetime goal.

INDIVIDUAL ANNUAL RECOGNITION

The new Annual Recognition programme rewards members throughout the year for meeting various milestones. Members validate their mileage at an H-D dealership starting January 1 and ending December 31, and then check in frequently to record their miles logged. It's that simple!

ANNUAL CHAPTER CHALLENGE

The Chapter Challenge makes things even more interesting by adding a competitive element among H.O.G. chapters. At the end of the year, chapters with the highest total mileage and highest average mileage per member will be victorious.