

Harley-Davidson

RIDE365



The more H.O.G. members get out and ride, the more adventures, fun and camaraderie they experience. Now H.O.G. members and chapters have even more reasons to ride with the all-new Ride 365 mileage program, launching January 1, 2018.

In addition to the Lifetime Mileage Recognition program, Ride 365 will offer Annual Mileage Recognition and a Chapter Challenge. H.O.G. members will earn annual recognition and rewards based on their mileage tracked from January 1 to December 31. Rewards include certificates, badges, special patches and more.

The Chapter Challenge measures the aggregate total mileage of chapter members for the calendar year. Chapters will be recognized in two categories: highest total mileage and highest average mileage per member. Each region will have a winner in each category, earning a plaque and a pizza party hosted by a H.O.G. Regional Manager. A national champion will be named in each Chapter Challenge category and earn a patch, plaque and recognition in HOG Magazine and at the Harley-Davidson Museum.

Encourage your H.O.G. members to have their odometer mileage validated at a Harley-Davidson dealership after the first of the year in order to start tracking their miles. Then they can return to the dealership any time to update their mileage—the more often, the better. Their information will be added to their individual and chapter mileage totals on hog.com. Members with multiple bikes can enroll in the program and mile totals will be added together. Let your members know there are now more ways they can be rewarded for what they bought their bikes for in the first place—riding!