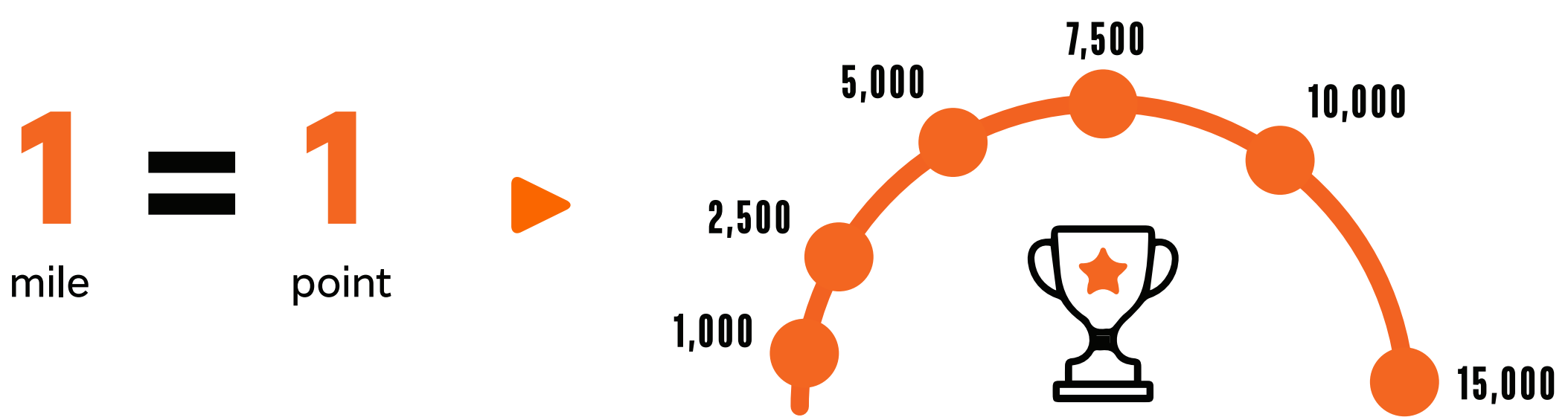




# H.O.G. RIDE 365™ EXPLAINER

Exclusive to U.S. Harley Owners Group members, H.O.G. Ride 365™ offers several exciting incentives for hitting the open road.

## THE ANNUAL MILEAGE CHALLENGE



The Annual Mileage Challenge lets you earn a point for every mile, when reaching six key mileage achievements. You can **earn up to 15,000 points** which is a **\$150 value**. You'll also receive **annual community recognition and cool collectibles**.

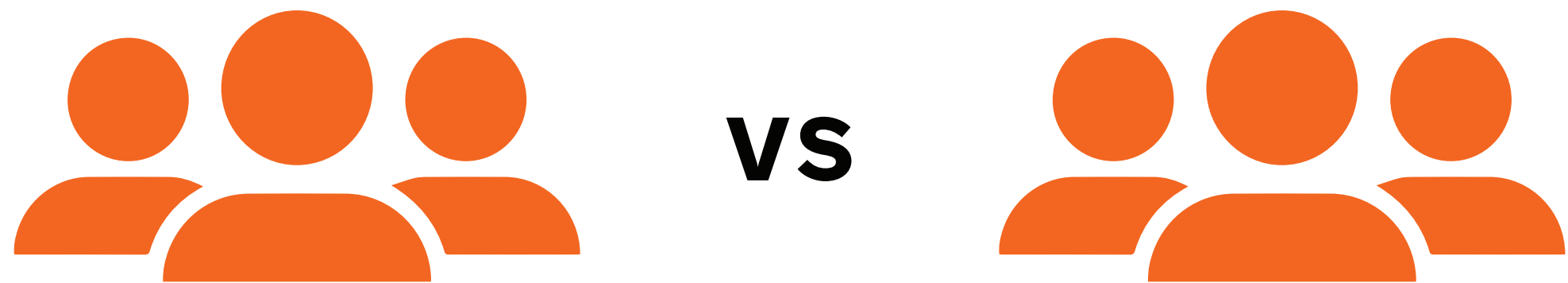
## THE LIFETIME MILEAGE CHALLENGE



The Lifetime Mileage Challenge lets you stack your annual readings year over year & build your legendary H.O.G. status with **pins, patches, & special rocker medallions** for your bike at **every 100,000 miles**.

**1,000+ MILES**

## THE CHAPTER MILEAGE CHALLENGE



The Chapter Mileage Challenge rewards **H.O.G. Chapters** that log the most miles together in a year, or boasts the highest average mileage per member so no matter the size of your H.O.G. Chapter, your crew has a chance to win.

Get your odometer read at any participating dealer, and you're automatically enrolled in all H.O.G. Ride 365™ Mileage Challenges.

## THE DEALERSHIP PHOTO CHALLENGE



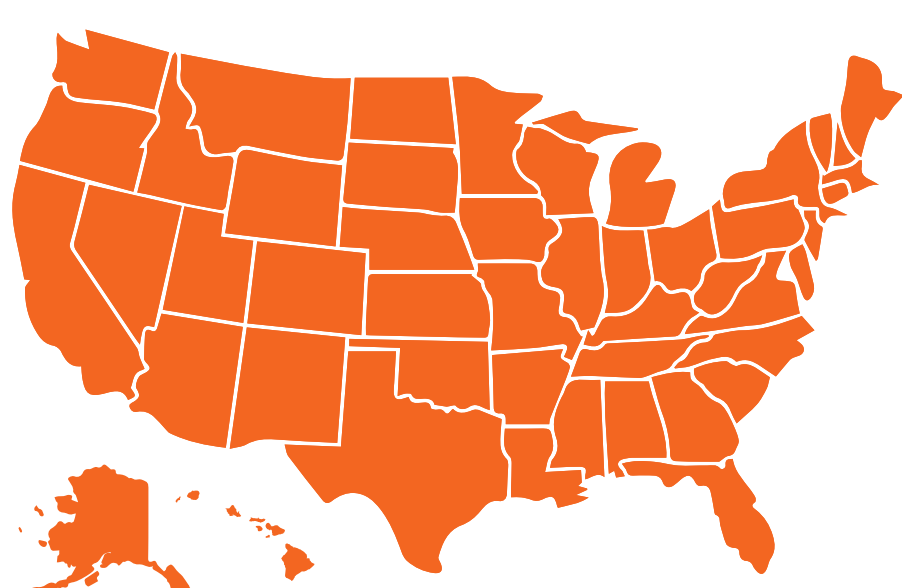
The Dealership Photo Challenge rewards you for visiting as many U.S. H-D® dealerships as possible. Rewards start at **ten check-ins**, and the member with the most in a year wins a **\$2,000 H-D® gift card**.

## 15 FOR '25 CHALLENGE

Each year, H-D® creates a 10 Rides Challenge that feature amazing rides all over the U.S. Each destination earns you a **commemorative coin & digital badge for each one**.



## 50 RIDES, ONE NATION CHALLENGE



The 50 Rides, One Nation Challenge is perfect for those who want to see the entire country. Submit photos from each U.S. state to earn a **commemorative coin** for each, and have your name on a **permanent rivet** at the H-D® Museum in Milwaukee if you visit all 50 states.

To enroll in Destination Challenges, visit [h-d.com/ride365](http://h-d.com/ride365) and follow the steps to submit your photo documentation as you complete each challenge to earn your rewards.

MILEAGE CHALLENGES

DESTINATION CHALLENGES