



# 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

I'm just back from spending a week in the Florida sun at Daytona Bike Week, the annual pilgrimage to the sand and surf that gets me charged up and excited about the rest of the year ahead.

The best thing about Daytona is spending quality time with our members engaged in conversations that are a fantastic reminder that the connections and relationships we build with each other are what truly makes belonging to the Harley Owners Group special.

Attending Daytona also gives us a chance to engage with thousands of members in many other ways. For example, more than 3,500 H.O.G. members visited the rally check-in and received an exclusive gift commemorating their visit. The Daytona Bike Week Challenge drew about 4,000 participants, who completed 11,000 challenge check-ins during the week. Joining the challenge is a fun way to experience the sights and sounds of the rally and get a little reward for completing it.

Thanks to a special promotion at Daytona, the 1,150 members who took a free demo ride earned more than 850,000 H-D rewards points, which they can redeem towards future purchases. Imagine getting "paid" to test ride a new Harley-Davidson motorcycle. H.O.G. members can!

We also tried something new this year by conducting more than 800 odometer readings on-site at the rally. This gave us a chance to demonstrate the new mileage reading process we introduced last year a (see below for details), expose more members to the [Ride 365 program](#) and the 2026 Let's Ride Challenge, and enroll them into both right on the spot.

I highlight these stats to make the point that we are always striving to find more ways to engage with our members and to add even more value to their membership. I hope you feel the same way.

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



**CHRIS HARRISON**  
H.O.G. Regional Manager - Western  
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## **Chrome Chapter Tip: Recruiting New Owners**

Recruiting new members is the lifeblood of your chapter. Whether they're first-time motorcycle owners or experienced riders swinging a leg over their first Harley, new buyers of Harley-Davidson motorcycles are an important source of potential new members. That's why efforts to encourage them to join your chapter are key elements of the Chrome Chapter recognition program.

Here are two things your chapter can do:

- Develop a process for approaching new H-D motorcycle owners and introducing them to H.O.G.
  - Work with your sponsoring dealer's sales team, your H.O.G. manager and other staff to identify and contact every new motorcycle buyer with an introduction to H.O.G. and your chapter.
  - Be friendly and approachable when inviting new owners to learn more about your chapter.
  - Don't expect new owners to jump at the first chance to attend a chapter meeting or event. Make it feel like fun, not an obligation!

- Conduct at least four rides or events specifically for new owners.
  - As part of your welcome process, invite every new owner to join your chapter for a ride or event.
  - Not all new Harley owners are new riders. Some may be experienced riders switching from another brand, adding a Harley to their fleet, or returning to riding after some years without a motorcycle. Plan rides and events accordingly for each group.

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.



## Thinking About a H.O.G. Regional Rally? Submit Your Ideas by May 15!

A frequent comment we get at events like Regional Officer Connection is, “Our chapter wants to attend more regional H.O.G. rallies, but there aren’t any near us.” That’s an easy one to answer: It’s because you haven’t planned one yet!

Based in a central location with daily riding activities and evening get togethers, H.O.G. regional rallies are organized and hosted by a volunteer rally committee consisting of members from several area H.O.G. chapters. Attendance at a regional rally typically ranges from 500 to 1500 members drawn from all parts of the country and even overseas, with no limit on participation.

Submitting an idea for a regional rally starts with a simple idea: sharing the best riding your locale has to offer. Other things to consider when planning include:

- Where will you ride? Focus on the most interesting scenery, roads and destinations.
- Why will people want to attend? What makes your rally special?
- How many rides will you have and how long will they be? Plan to have a variety of ride routes and distances.
- What will you do after the day's rides are over? Think about other activities where rally goers can socialize off the bike.

Do you have an idea for a H.O.G. regional rally for next year? Submit your suggestions to your H.O.G. Regional Manager by **May 15** to get the ball rolling. We can't wait to hear from you!



## Let's Ride Challenge

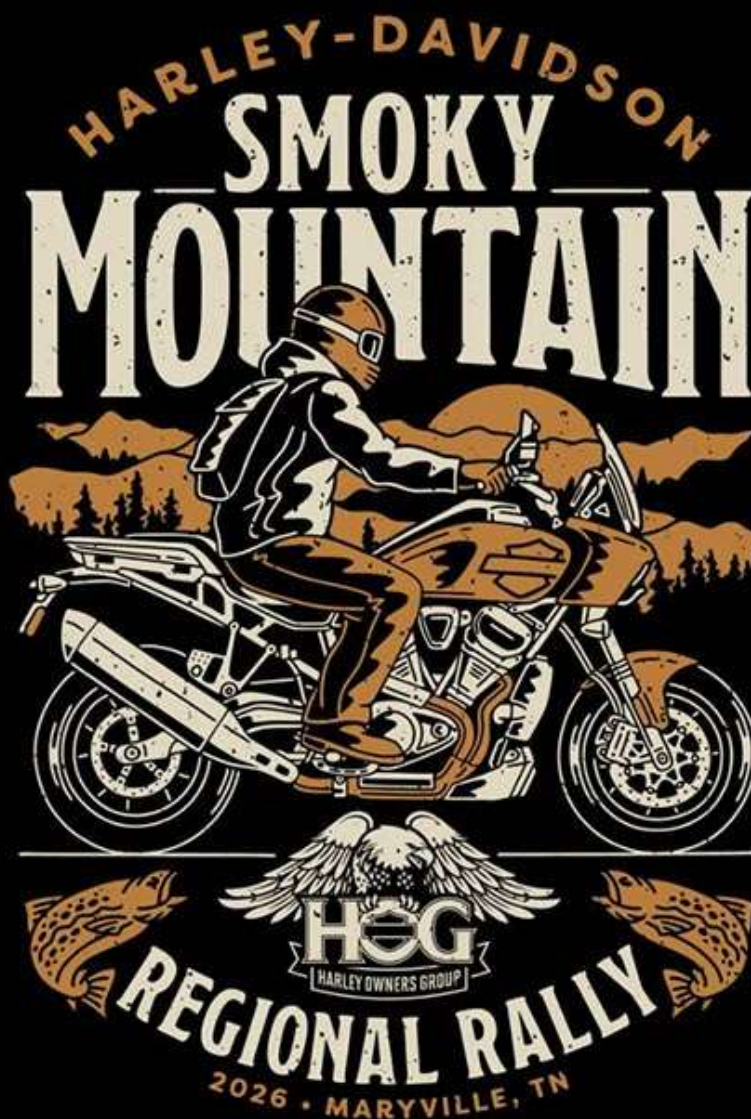
The **Let's Ride Challenge® Ride for Heroes** brings riders across the country together to log miles in support of a \$1 million donation to organizations supporting active military, veterans and first responders. From now until October 31, 2026, we're calling all riders to join the 2026 Let's Ride Challenge and make every mile count. Join us in our mission to log 100 million miles in honor of our nation's heroes.

As a H.O.G. member, your miles also count toward the H.O.G. Ride 365 Mileage Challenges, adding to your Annual, Lifetime and Chapter totals. Members are also eligible for a member-exclusive Let's Ride Challenge hat and 2,500 bonus points after reaching 5,000 miles. Entrants will also have a chance to win one of five new Harley-Davidson motorcycles and collect additional rewards as they reach milestones along the way. Plus, any H.O.G. member who wins a motorcycle will

also receive a \$5,000 cash bonus!

### How to Participate:

- **Register:** Visit any participating Harley-Davidson® dealership, [h-dletsride.com](https://h-dletsride.com), or register through the [H-D App](#).
- **Get your first reading:** Complete your first Let's Ride Challenge® odometer reading at a participating dealership. Once registered, your miles recorded as part of the Let's Ride Challenge also count toward your H.O.G. Ride 365 balance. The process is simple:
  - **Scan** the in-store QR code
  - **Enter** your odometer mileage
  - Get **validated** by a dealership employee
  - **Important** reminder: mileage totals tabulated manually or recorded only on the H-D App do not count towards the challenges.
- **Ride:** Hit the road and rack up miles. From chapter rides to quick weekday trips – every mile matters.



## 2026 H.O.G. Rally Calendar

**H.O.G. Rally Spotlight:** Smoky Mountain Regional H.O.G. Rally, May 27-30

Located in the heart of one of the most iconic motorcycling destinations in the country, the Smoky Mountain H.O.G. Rally offers attendees a chance to experience legendary routes like the Foothills Parkway, the sweeping Cherohala Skyway and the world-famous Tail of the Dragon with its unforgettable 318 turns. A perfect mix of bucket-list rides, authentic camaraderie and high-energy events makes it a true celebration of the Harley-Davidson spirit.

### 2026 H.O.G. Touring Rallies

- Spring Heat H.O.G. Touring Rally, Santa Clarita, CA to Chandler, AZ, April 3-7
- Route 66 East H.O.G. Touring Rally, Milwaukee to Amarillo, TX, May 16-22
- Open Road Posse Ride, Durango, CO to Mandan, ND, June 10-22

- 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

- Cajun Country Regional H.O.G. Rally, Scott, LA, April 16-18
- Smoky Mountain Regional H.O.G. Rally, Maryville, TN, May 27-30
- Great Lakes Regional H.O.G. Rally, Chippewa Falls, WI, June 11-13
- Rocky Mountain Regional H.O.G. Rally, Durango, CO, June 11-13
- Blue Ridge Rumble Regional H.O.G. Rally, Winchester, VA, June 17-20
- Iron Adventure Regional H.O.G. Rally, New England, 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

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

## CHAPTER TIP

### Chapter Officer Kits Coming Soon

Chapter officer kits are shipping to dealerships this month. These kits contain officer rocker patches and medallions designed by legendary Harley-Davidson stylist Willie G. Davidson. Kits are mailed to the attention either of your sponsoring dealer principal or H.O.G. Chapter Manager, so keep an eye out for them and make sure all your new and returning officers receive their materials.

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