

A Message From Our Regional Manager

MAY 2021

Spring is in the air and riding season is upon the entire country. We recently kicked off Rally season or as I call them Family Reunions. We are holding the first ones in Texas, Arkansas and Missouri as I type this. Hopefully, you have been able to get out and put some miles on your Harley-Davidson. One of the first things you and your members should do is ride over to your dealership and get your first Ride 365 mileage reading for 2021. Once that is done, continue to stop in multiple times during your riding season to get your mileage entered. See below for more about how important this is.

Now for some awesome news: we have announced the winners of the Ride 365 2020 Chapter Challenges. Despite the pandemic of 2020, overall participation and miles ridden were on par with 2019 and that is awesome! Officers like you did an awesome job of putting together rides and challenges for your membership to participate in despite the unusual challenges we all faced. Congratulations to the winning chapters and Thank You to everyone who participated. Now let's get it on for 2021!

We appreciate the time and effort you put into the roles you have stepped up to fill. Check-out the H.O.G. rallies for 2021 and I hope to see you at one of them or just out on the road enjoying the thrill of riding our Harley-Davidson motorcycles.

Thank you!

PETE S

H.O.G. Regional Manager - Southeast/West