



CHROME CHAPTER RECOGNITION PROGRAM

WELCOME

The Chrome Chapter Recognition Program is new for 2026, and I'm delighted to be supporting this initiative to recognize the Harley Owners Group® chapters who are going above and beyond to help H.O.G.® members get the best experience possible from our community. This is a unique opportunity to shine a spotlight on chapters who are truly thriving, and formally celebrate their achievements.

Owning a Harley-Davidson® is more than just having a motorcycle to ride—it's a gateway to joining the most incredible global family of enthusiasts. Local chapters are crucial for keeping our shared spirit of freedom and adventure alive. Earning chrome chapter status is a way to show you're striving for this dream and taking pride in your chapter's team efforts.

All you need to do is work through some criteria in the coming year, then, in early 2027, all chapters that have met these targets will be rewarded. Everything you need to know is outlined here, and I look forward to seeing lots of chrome chapter flags and patches at rallies next year!

United We Ride.



Bill Davidson

*VP and Global Ambassador,
Harley-Davidson*

WHAT YOU NEED TO DO ...

TAKING PART IS EASY! ALL CHAPTERS ARE ELIGIBLE, JUST GET TOGETHER AND WORK THROUGH THIS CHECKLIST ACROSS THE YEAR. MAKE SURE YOU SUBMIT EVIDENCE OF YOUR PROGRESS WHERE APPLICABLE, AND KEEP IN TOUCH WITH YOUR DEALERSHIP AS YOU GO.

- Have a minimum of 20 members in your H.O.G.* chapter.
- Make sure key chapter officers complete the pre-coursework, then attend the Regional Officer Connection training and implement their chapter action plan.
- Submit an action plan for boosting engagement with the chapter to your H.O.G. Regional Manager.
- Minimum of half of your chapter membership must personally obtain two mileage readings within the calendar year.
- Agree to a process for approaching new H-D* motorcycle owners and introducing them to H.O.G.—take photographs to show how it goes in practice.
- Run four or more rides or events specifically for new Harley-Davidson* owners.
- Have 10 or more chapter members attend a H.O.G. rally (Regional Rally, Touring Rally, National Rally or official H.O.G. check-in at a major event).
- Make sure a representative from your chapter completes the event survey, which will be shared with chapter officers at the ROC. We are particularly interested to hear about events and activities your chapter is enjoying.
- Share your activities—post about them on social media channels and share stories and/or photographs for the newsletter by submitting content through **HOGStories.com** or via the H-D App.

PROGRESS TO SUCCESS

Make sure all chapter members and officers know how to take part and are ready to start working together towards the shared goals.



Attend the Regional Officer Connection training, with a mandatory one officer being a primary officer—there are a variety of dates and locations, running from January to April.



Make sure one chapter representative completes the event survey and provides details about events and activities.



Pull together and submit your Chapter Action Plan no later than June 30, 2026.



Photograph your chapter's activities throughout the year—why not share on social media or submit through HOGStories.com for your chance to be featured in the H.O.G.® newsletter?



Make sure you've completed all of the criteria and provided supporting evidence needed by 11:59 p.m. on Thursday December 31, 2026.



Receive your rewards and celebrate this achievement with your chapter!

NEED MORE HELP?

If you're unsure about any of the processes or criteria, please contact your Regional Manager for more information or support towards qualifying as a chrome chapter:

For West: **Chris Harrison** | [253] 230-4047 | christopher.harrison@harley-davidson.com

For East: **Bruce Motta** | [414] 526-1381 | bruce.motta@harley-davidson.com

For Central: **Paul Blotske** | [414] 305-7132 | paul.blotske@harley-davidson.com

MARK OF QUALITY

Once you've worked your way to chrome status, it's time to celebrate your achievements! Members can proudly share that their chapter has chrome status and encourage others to follow their lead.

All chapters rewarded for their activity through the Chrome Chapter Recognition Program will receive a chrome chapter flag, which can be hung in their dealership or held up at events for group photos to salute every member's contribution towards this program.

Members will also receive a commemorative patch so they can wear this accomplishment on their vests for all to see. Harley-Davidson is keen to highlight wins in this initiative, and successful chapters will be recognized in chapter communications and applauded at the Regional Officers Connection events.

Chrome chapter recognition lasts for one year, so keep up the good work through 2027 to maintain your chapter's reputation and ensure that all members' efforts are celebrated.



