

## History Corner by Jeff Whittinghill



After joining River City Harley Owners Group (HOG) in 1989, and over the past 36 years, I have made many friends and fond memories that are irreplaceable. Our HOG Chapter allows the freedom to participate at a level that works for all, so hopefully you will always feel at home and participate at a level that is comfortable for you!

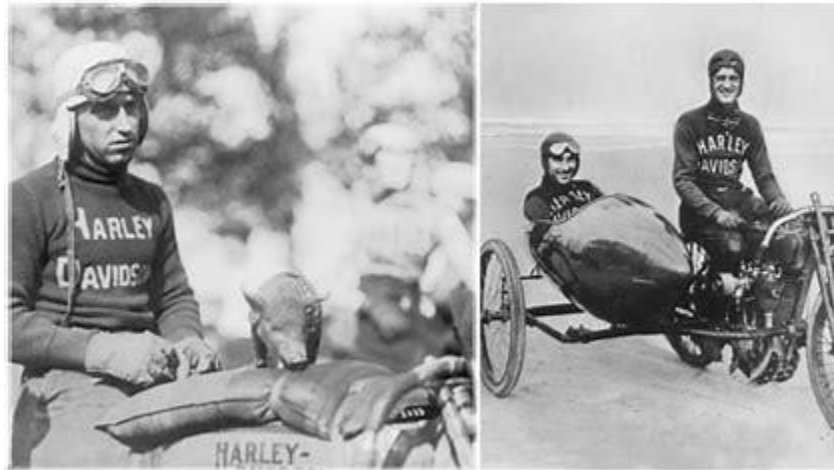
The HOG riding group was created to build longer-lasting and stronger relationships with Harley-Davidson customers by making ties between the company, employees, and consumers. HOG is an international riding organization for Harley-Davidson owners. HOG was founded in the United States of America by Willy G. Davidson in 1983 and has since grown into a global organization over 100 countries with more than 1,400 official chapters. Each chapter is sponsored by a local authorized Harley-Davidson dealership. Some dealerships have more than one chapter due to nearby dealership closings and incorporating that sponsored HOG chapter into their dealership.

A brief historical timeline of HOG is provided below.

### HOG Timeline

1983

Harley Owners Group was established. At the end of 1983, there were approximately 33,000 members in North America. The term HOG has historically been a well-known nickname for Harley-Davidson motorcycles and originated from a piglet named Johnny that was the mascot of the "Wrecking Crew" factory racing team. Johnny would ride victory laps on the gas tank of the winning bike.



1984

Two National HOG Rallies were held with an approximate attendance of 3,000 people. These rallies were held in Reno, NV and Nashville, TN.

1985

Sauk Trail HOG Chapter in Kewanee, IL is the first official local HOG chapter. By the end of the year, 49 local chapters were formed.

1986

Ladies of Harley was established.

1988

River City HOG Chapter was chartered. Larry Morand approached Bill Simmons and Sam Barter requesting they step forward and form a local dealership sponsored HOG Chapter. During the Harley-Davidson 85th Anniversary, the HOG 5th anniversary was celebrated.

1989

HOG Mileage Merit Program begins. River City HOG membership exceeds 40 members.

1991

European HOG membership begins. HOG Rally held in Cheltenham, England with approximately 3,500 members.

1993

10th Anniversary celebrated in Milwaukee with approximate attendance of 20,000. Canadian National HOG rally held in Ottawa with approximately 600 members.

1994

HOG membership reaches 250,000 members. French National HOG rally is held in Cannes, Brittany with approximately 1,200 members.

1995

HOG Mileage program created to replace the Mileage Merit program. The German National HOG rally is held in Lorelei, Germany with approximately 2,000 members.

1996

First Cross-Country HOG Tour. Traveled from Milwaukee to Los Angeles with 425 riders. Tour traveled on the famous Route 66.

1997

Posse ride held by HOG from Portland, OR to Portland, ME. Approximately 250 riders participated.

1998

15th Anniversary celebrated with approximately 53,000 members from 42 different countries.

2000

The 1st South American HOG Rally held in Iquacu Falls, Brazil. HOG membership reaches 500,000 members.

2003

HOG membership reaches 750,000 members. 20th Anniversary celebrated in Bend, WI.

2006

HOG membership reaches 1,000,000 members. Moscow HOG chapter formed. River City membership exceeds 200 members.

2008

25th Anniversary celebrated in Milwaukee, WI. Established as an event in 2008, HOG riders from more than 70 countries ride together to log a cumulative 1 million riding miles during the club's annual Million Mile Monday ride.

2023

40th HOG Anniversary celebrated in Milwaukee, WI.

