


**From:** Paul Blotske harley-davidson@email2.harley-davidson.com   
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# 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

Drum roll please. And the winners are...

The Harley Owners Group is pleased to announce the results of the 2024 Chapter Total Mileage and Average Miles per Chapter Member challenges. The national awards go to St. Charles Missouri Chapter, whose members rode a cumulative 2,119,383 miles, and Gainesville Florida Chapter, whose members each rode on average 11,577 miles. Those impressive numbers show just how passionate our chapters and members are about riding and their commitment to working together to accomplish a common goal.

Each of these chapters, along with the top chapter in each region, will receive a Ride 365 Chapter Recognition Event hosted by their H.O.G. Regional Manager and a commemorative plaque to their achievements. See below for a complete list of regional winners.

Annual mileage challenges are an exciting part of the Ride 365 program for chapters, but there many more elements to the program that bring great value to our members. Read below for a summary of the highlights, including a new Let's Ride Challenge™ that makes it even easier and more rewarding to participate. I encourage you to study the Ride 365 program and use its elements to encourage your members to ride more often and to take full advantage of its benefits and rewards.

Good luck in this year's challenges, and as always, thanks for everything you do to make the Harley Owners Group the biggest and best riding club in the world.



## PAUL BLOTSKE

H.O.G. Regional Manager - Central  
414-305-7132 | [Email](#)



## And the Winners Are...

The miles have been ridden and counted, the results have been audited and verified, and H.O.G. is happy to announce the winners of the 2024 Ride 365 Chapter Challenges. St. Charles Missouri Chapter is the overall winner of the Chapter Total Mileage challenge with 2,119,383 total miles ridden. Gainesville Florida Chapter is the winner of the Highest Average Miles challenge with 11,577 miles ridden per chapter member. The overall winners, along with the top chapter in each region, each receive a Ride 365 Chapter Recognition Event hosted by their H.O.G. Regional Manager and a commemorative plaque. Congratulations to every member and chapter that participated in the 2024 challenges, and good luck in 2025. For full details about Ride 365 mileage challenges, visit the [Ride 365 page](#).

### Chapter Total Mileage

#### National Winner:

St. Charles Missouri Chapter

#### Region

West Central

#### Total Miles

2,119,383

### Regional Market Winners:

Cajun Chapter Lafayette Louisiana

Southwest

1,720,028

Dragon Chapter Maryville Tennessee

Southeast

1,526,341

Derby City Chapter Louisville Kentucky

East Central

1,326,051

Derby City Chapter Louisville Kentucky  
Worcester Massachusetts Chapter  
Intermountain Chapter Boise Idaho

East Central	1,320,991
Northeast	940,886
Northwest	916,284

#### Average Miles Per Chapter Member

##### National Winner:

Gainesville Florida Chapter

Region	Average Miles
Southeast	11,577

##### Regional Market Winners:

Pikes Peak Chapter  
Magic Valley Chapter Twin Falls Idaho  
Maverick Chapter Dallas Texas  
Brandywine Chapter Chadds Ford Pennsylvania  
Kankakee Valley North Judson Indiana Chapter

West Central	10,662
Northwest	10,606
Southwest	9,235
Northeast	8,816
East Central	8,488



## Let's Ride Challenge and Annual Mileage Challenge

The 2025 Let's Ride Challenge™ Ride for Heroes takes the H.O.G. Ride 365 mileage challenge one step further with a seven-month event celebrating our riding community while honoring our nation's Military, Veterans and First Responders. Riders across the country will log miles, earn rewards, and climb the leaderboard, all while supporting a \$1 million donation to charities serving those who protect us here at home. Open to all Harley-Davidson riders, the challenge runs from March 28 to October 31, 2025, and offers collectible rewards at various milestone check-ins. The challenge culminates with five riders winning new 2025 Harley-Davidson motorcycles. Let's ride and make every mile count!

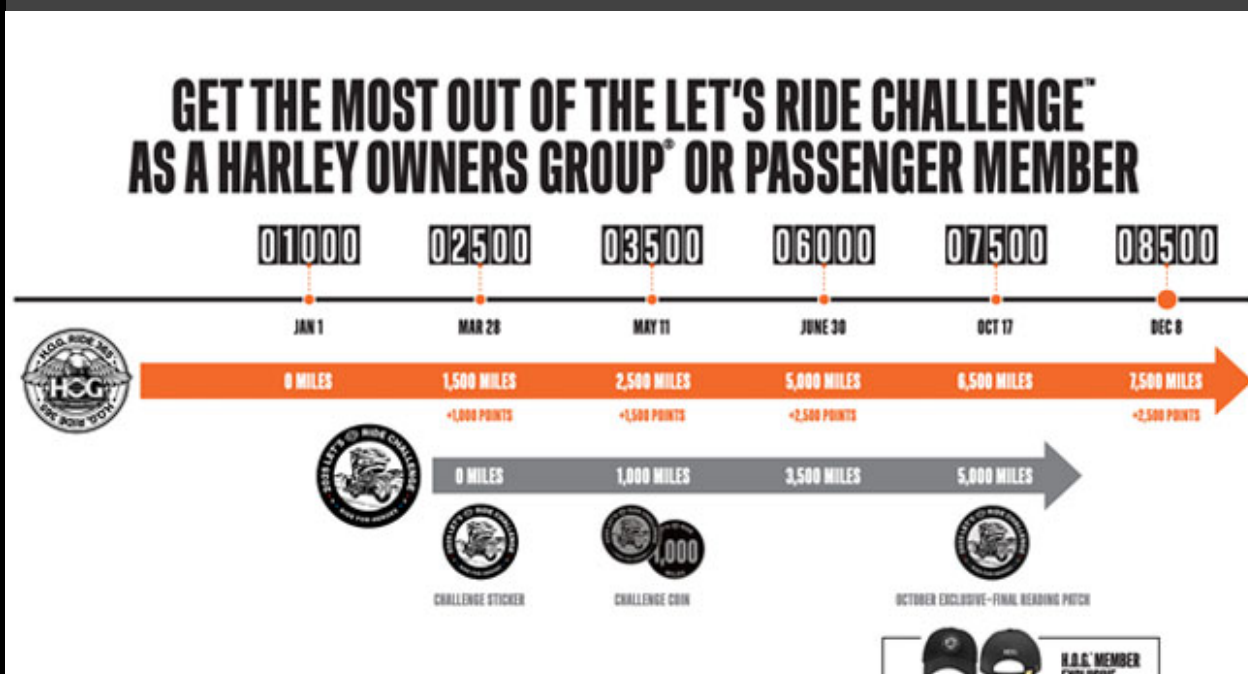
Click [here](#) to watch a special message about the Let's Ride Challenge from Jesse James Dupree!

### Let's Ride Challenge Rewards:

- Enter the Challenge to compete to win one of five new Harley-Davidson motorcycles
  - **H.O.G. membership exclusive:** Any H.O.G. member who wins a motorcycle will receive an additional \$5,000 cash bonus!
- Let's Ride Challenge™ Sticker after first mileage reading
- Let's Ride Challenge™ Coin after accumulating 1,000 miles
- **H.O.G. membership exclusive:** H.O.G. collectible hat plus 2,500 bonus points after accumulating 5,000 miles

### How to Enter:

- **Register:** Stop at Harley-Davidson® dealerships to register and get your first odometer reading. The process is simple:
  - **Scan** the in-store QR code
  - **Enter** your odometer mileage
  - Get **validated** by a dealership employee
  - You'll need to use this process to enter the challenge even if you have already entered the 2025 H.O.G. Ride 365 challenge. Once you've registered, miles recorded as part of the Let's Ride Challenge™ will start counting toward your H.O.G. Ride 365 balance.
- **Ride:** Hit the road and rack up miles
- **Engage:** Interact with dealers and build your Rev Score
- **Win:** The highest Rev Scores will ride away on a new Harley





In this example, the Harley Owners Group® or Passenger member receives:

- ✓ **7,500 POINTS (\$75 VALUE)** from their H.O.G. Ride 365™ Annual Mileage Challenge
- ✓ **2,500 BONUS POINTS (\$25 VALUE)** for reaching 5,000 Let's Ride Challenge® miles
- ✓ **MILESTONE PRIZES** along the way

CHALLENGE NET + 2,500 POINTS

For more details on the Let's Ride Challenge™, visit the [website](#).

## Annual Mileage Program

With H.O.G.'s Annual Mileage Recognition program, members earn valuable rewards for the miles they ride. Participants earn 1,000 H-D Membership points and a digital recognition badge on their online membership profile when they log 1,000 miles for the year, a \$10 value. Additional points and rewards, including certificates, patches and challenge coins are earned as miles accumulate. Every 500 points earned equals \$5, up to a maximum of 15,000 points (a \$150 value). Membership points can be redeemed electronically for purchases on H-D.com and at participating Harley-Davidson dealerships and are valid for three years from the date issued.

### Annual Mileage Program Award Levels

- 1,000 miles: 1,000 points and digital badge
- 2,500 miles: 1,500 points and digital badge
- 5,000 miles: 2,500 points and digital badge
- 7,500 miles: 2,500 points and digital badge
- 10,000 miles: 2,500 points, digital badge, certificate, patch and challenge coin
- 15,000 miles: 5,000 points, digital badge, certificate, patch and challenge coin
- 20,000 miles: Digital badge, certificate and patch
- 25,000 miles: Digital badge, certificate, patch and challenge coin
- 50,000 miles: Digital badge, certificate, patch and challenge coin
- 75,000 miles: Digital badge, certificate, patch and challenge coin
- 100,000 miles: Digital badge, certificate, patch and challenge coin

For more information about the Annual Mileage Recognition program, visit [hog.com/ride365](http://hog.com/ride365).

## 15 for '25 Challenge

Members asked and we listened: for 2025, the 15 for '25 Ride Challenge has been expanded to 15 destinations to give members more opportunities to be rewarded for riding, exploring and collecting unforgettable memories. Participants will receive an exclusive challenge coin for each destination visited. 15 for '25 is an exciting way to explore America from the seat of a Harley-Davidson motorcycle while enjoying great roads, creating lifelong memories and racking up miles and rewards.

To participate in the challenge, simply visit the designated photo checkpoint for each destination, snap a photo showing the cover of the 2025 Membership Guide, and submit

destination, snap a photo showing the cover of the 2020 Membership Guide, and submit it digitally to your member profile on [members.hog.com](https://members.hog.com). Members who visit any 10 of the 15 destinations receive credit for completing the challenge. For more information, visit [hog.com/ride365](https://hog.com/ride365).

### 15 for '25 Ride Challenge Destinations

- Manzanar National Historic Site, Independence, CA
- Smiling Peanut, Plains, GA
- Potato Capital of the World, Blackfoot, ID
- Hog Capital of the World, Kewanee, IL
- World's Largest Ball of Twine, Cawker City, KS
- Town of Hell, Hell, MI
- Lynyrd Skynyrd Monument, Magnolia, MS
- World's Largest Buffalo Statue, Jamestown, ND
- National Memorial Arch, King of Prussia, PA
- South of the Border, Hamer, SC
- Oark General Store, Oark, AR
- Narrow Bridge at Lake Chocorua, Tamworth, NH
- World's Largest Teapot, Chester, WV
- Bishop Castle, Rye, CO
- Mount Rushmore National Monument, Keystone, SD

## 50 Rides, One Nation Challenge

The 50 Rides, One Nation Challenge is a curated list of great rides, one per state, that offers H.O.G. members a chance to experience some of the best riding destinations our country has to offer. The concept is simple: ride to the designated location in each state, document the visit with a photograph, and submit it to H.O.G. member profile to receive credit. In addition to collecting great memories and other rewards, participants also receive a unique challenge coin to commemorate each location visited. There's no time limit for completion. Collecting all 50 rides represents a lifetime riding accomplishment, a goal that has been achieved so far by only a few H.O.G. members. To explore the 50 Rides, One Nation destinations, visit the [Harley-Davidson Ride Planner](#).

## Dealership Check-In Challenge

More than just a place find H-D products and services, many Harley-Davidson dealerships are unique destinations that reflect the culture and character of the communities where they are located. H.O.G. members receive points for each official Harley-Davidson dealership location visited when they participate in the Dealership Check-In Challenge. Participants are now rewarded for more achievement levels along their journey, with awards received for 10, 25, 50, 75, and 100 or more dealer check-ins. For more information, visit [hog.com/ride365](https://hog.com/ride365).

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Harley-Davidson 3700 W. Juneau Avenue Milwaukee WI 53208 U.S.