

HARLEY OWNERS GROUP®

MEMBERSHIP GUIDE

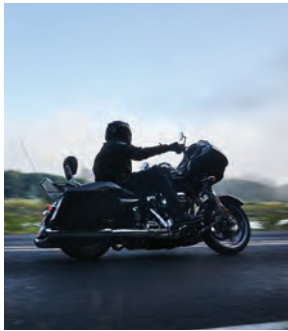


HOG



WELCOME to the Harley Owners Group

Welcome to the world's greatest riding club! As a H.O.G.® member myself, I'm thrilled to see you're a part of this family.



Since 1903, Harley-Davidson has built motorcycles and experiences that have inspired generations of riders to explore their dreams of independence and personal freedom. Our unbroken history is a powerful connection between riders past and present and all around the world. Being a H.O.G.® member is the very best way to become a part of this unique heritage.



Within these pages, you'll find out how your H.O.G.® membership can bring more smiles to the miles you ride. Whether it's chapter events or national rallies, the H.O.G. brotherhood and sisterhood you'll experience is a bond that's been forged for more than 37 years and is stronger than ever.

You know more than most what a Harley-Davidson® motorcycle can do for you. Life behind the handlebars of your Harley-Davidson® motorcycle is an experience unlike any other. And I invite you to take full advantage of your H.O.G.® membership to live life to its fullest.



Enjoy the ride!

Bill Davidson
Vice President
Harley-Davidson Museum



- 1 WELCOME LETTER
- 5 RIDE 365 | MILEAGE RECOGNITION CHALLENGES
- 7 RIDE 365 | DESTINATION CHALLENGES
- 9 10 RIDES FOR '21
- 29 THE WORLD OF H.O.G.
- 31 WHEN YOU'RE OUT ON THE ROAD
- 33 STAY INFORMED
- 37 MEMBERSHIP TYPES & BENEFITS





MILEAGE

Recognition Challenges

Every day the road calls — 365 days a year, every year. How often do you respond? The more you ride, the more miles you rack up, the closer you get to reaching true clarity. H.O.G. honors that passion with a series of riding/mileage programs: Lifetime, Annual, Chapter and destination challenges, including the Dealership Check-In Challenge and the new 50 Rides, One Nation and 10 Rides for '21 challenges. How far are you ready to go? Get started today — and ride into an elevated experience.

LIFETIME MILEAGE RECOGNITION

Whether it is an afternoon getaway or a transcontinental journey of a lifetime, every ride brings us closer together. Keep track of your lifetime mileage, because the miles count.

ANNUAL MILEAGE RECOGNITION

Each new riding season brings excitement to get back on the road. H.O.G. rewards you each year to get out, ride and renew your passion for the open road. Start logging your yearly miles early and often.

CHAPTER MILEAGE CHALLENGE

No matter where you are in the world, every chapter has a distinct feel and flavor that reflects its riders. Chapter events and activities focus on hitting the road together. The Chapter Challenge rewards the chapters that log the most miles together in a year.

Enter the challenge. Visit your authorized H-D Dealer to enter your mileage at least two times per year.



White Sands National Park

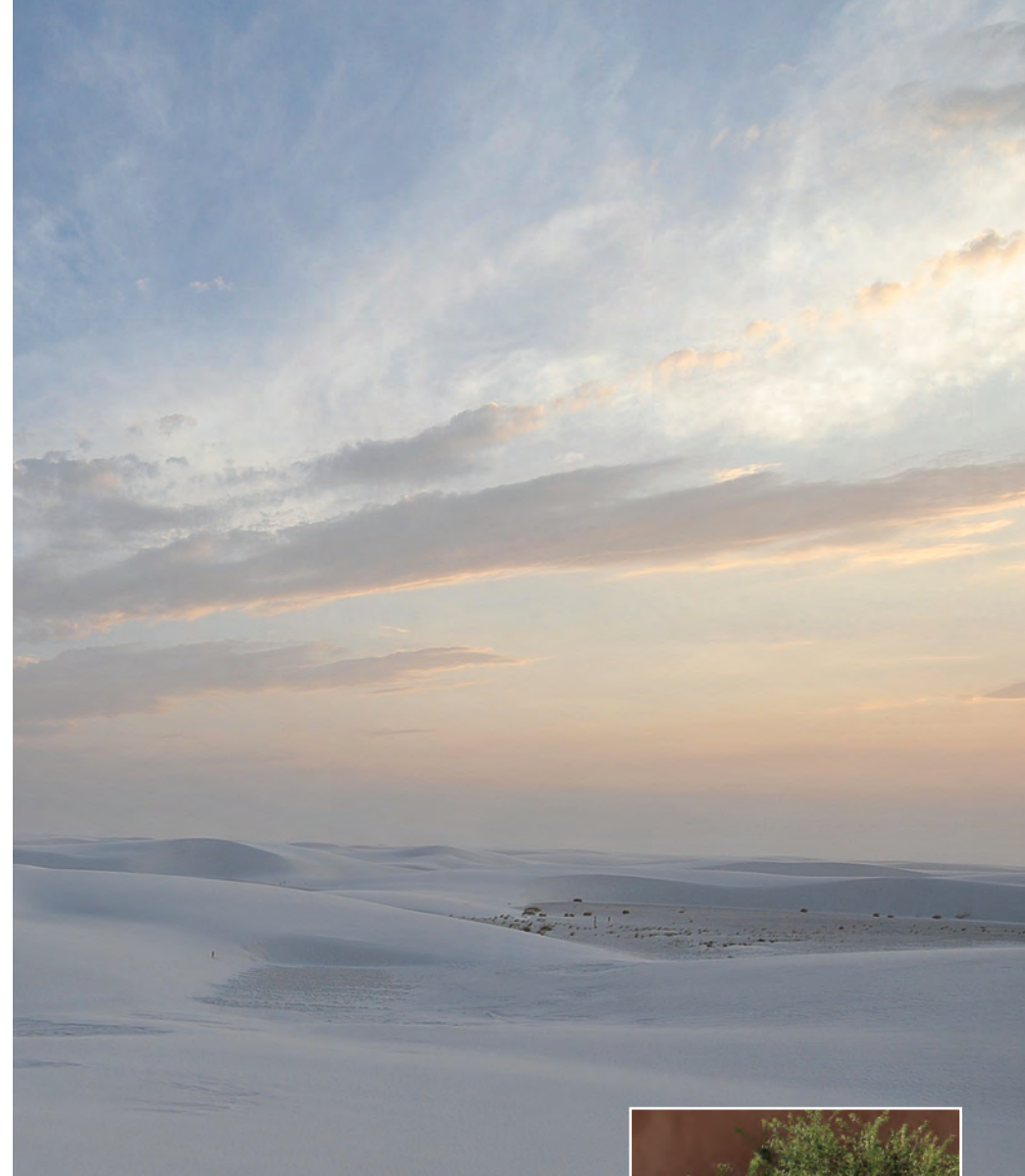
Alamogordo, New Mexico

159 MILES | [H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



Shimmering, shape-shifting sand dunes are the signature feature of White Sands National Park. Located in the heart of southern New Mexico's Tularosa Basin, its wind-blown 275 square miles comprise the largest gypsum dunefield in the world. White Sands, formerly a national monument, became America's newest national park in 2019.

Begin your journey in the other-worldly city of Roswell, site of an alleged UFO crash in 1947. Visit its UFO Museum or countless souvenir shops hawking little green men memorabilia. Continuing through Lincoln, NM, you'll pass the courthouse where Billy the Kid made his final escape in 1881 before being pursued and killed by Sheriff Pat Garrett. Later, in Cloudcroft, be sure to see the historic wooden railroad trestle over Mexican Canyon, a remnant of the railroad that brought visitors and workers to the mountain community between 1899 and 1947.



CHECK-IN LOCATION:

Sign at Visitor Center: "White Sands National Monument Visitor Center" sign in front of the historic red adobe visitor center building at the park entrance.





Gateway Arch

St. Louis, Missouri

571 MILES | H-D.COM/RIDEPLANNER



Soaring 630 feet into the sky and clad in over 43,000 tons of stainless steel, St. Louis' Gateway Arch is both the world's tallest man-made arch and the tallest man-made monument in the Western Hemisphere. Constructed between 1963 and 1965, the iconic structure commemorates America's nineteenth-century westward expansion. Situated on the west bank of the Mississippi River, its 91-acre site in downtown St. Louis was designated America's 60th national park in 2018.

Our recommended route takes you along the Great River Road National Scenic Byway in Illinois. While the entire byway traces the path of the mighty Mississippi River for 3,000 miles through 10 Midwestern states, the Illinois section stretches just under 600 miles and provides a taste of the region's rich history, scenery, and culture.



CHECK-IN LOCATION:

Your photo can be taken from anywhere in the area, but must include the iconic arch. If you'd like to avoid downtown St. Louis, you'll find an excellent view of the arch from across the river, along the Great River Road National Scenic Byway in Illinois.





Mount St. Helens

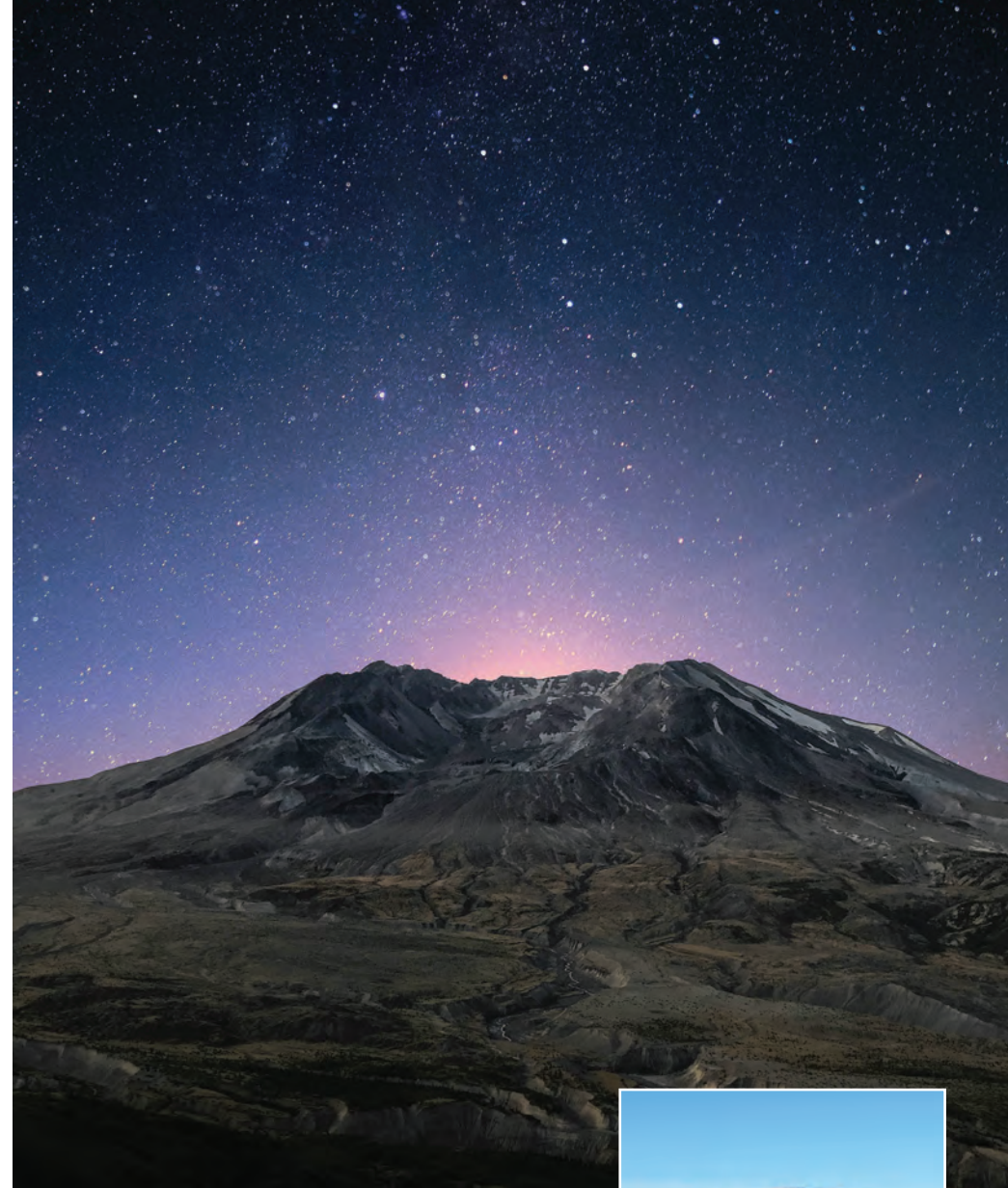
Southwestern Washington State

242 MILES | [H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



On the morning of May 18, 1980, Mount St. Helens violently erupted after a magnitude 5.1 earthquake triggered a massive landslide. Ash and soot shot miles into the atmosphere, and the force of the explosion devastated a 230-square-mile area, destroying homes and highways and killing 57 people. The eruption tore 1,300 feet off the top of the volcano, and the resulting ash cloud completely darkened the skies of Spokane, Washington, 250 miles away.

Located in the Cascade Range in southwestern Washington, the site was designated a National Volcanic Monument in 1982, and you'll find an excellent visitor center operated by the state parks department at 3029 Spirit Lake Highway, Castle Rock WA (admission fee applies).



CHECK-IN LOCATION:

Mount St. Helens from McClellan Overlook:
Located off Curly Creek Road, the overlook offers
a stunning view of the volcano.

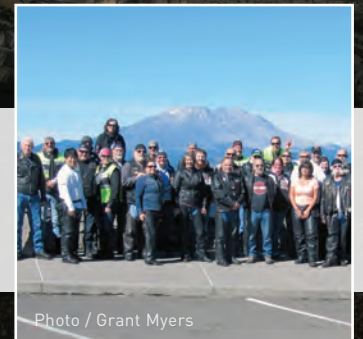


Photo / Grant Myers



Garden of the Gods

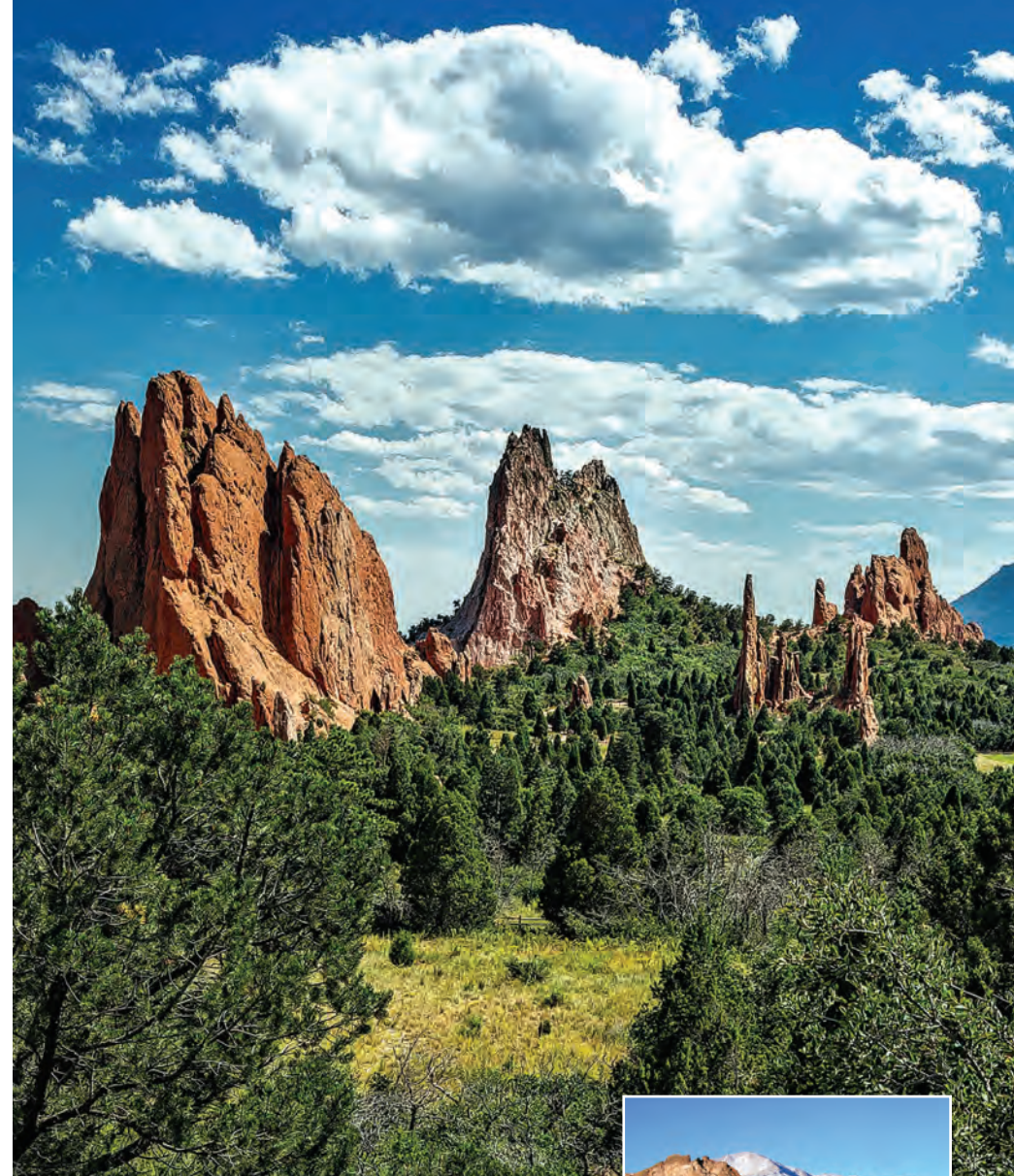
Colorado Springs, Colorado

37 MILES | [H-D.COM/RIDEPLANNER](https://h-d.com/rideplanner)



Garden of the Gods is likely one of the most spectacular city parks in the country. Towering, 300-foot red rock sandstone formations dot its 1,367 acres and frame snow-capped Pikes Peak in the distance. The park was donated to the city in 1909 under the condition that it forever remain free to the public. In 1971, the park was designated a National Natural Landmark.

For a thrilling ride after the park, head over to 14,115-ft. Pikes Peak. The 19-mile highway to the summit is paved and offers breathtaking scenery from its multiple overlooks (Pikes Peak Highway entry fee applies).



CHECK-IN LOCATION:

Sign at park entrance: "Garden of the Gods" sign carved into rocks, across the street from the Visitor Center (at intersection of Gateway Rd. and N. 30th St.)





Castillo de San Marcos National Monument

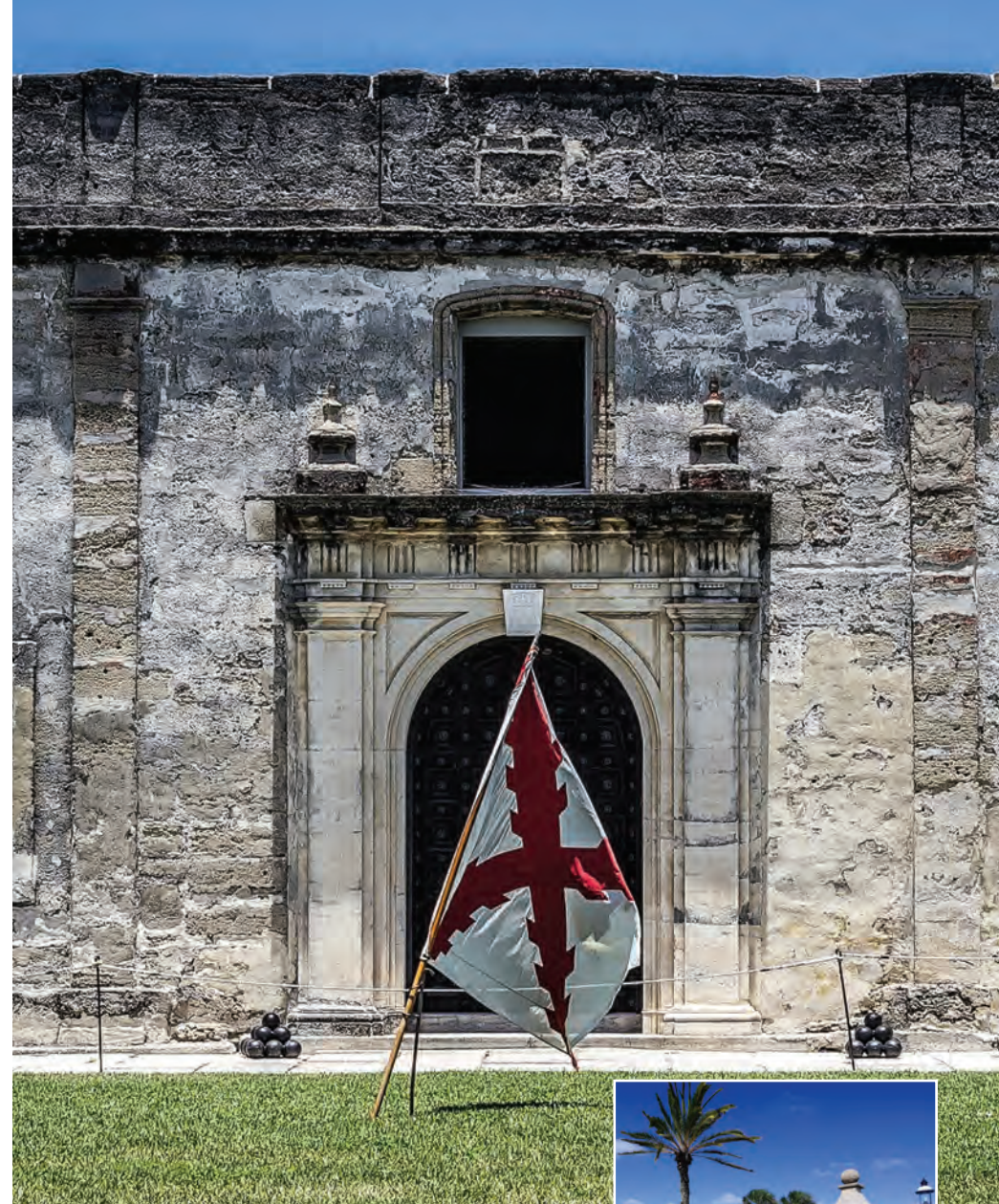
St. Augustine, Florida

87 MILES | [H-D.COM/RIDEPLANNER](https://www.h-d.com/rideplanner)



Built to defend Spain's claims in the New World, the 17th-century Castillo de San Marcos is the oldest masonry fort in the continental United States and the oldest structure in St. Augustine. Constructed of coquina – a type of shell-stone – the walls of the fortress proved impenetrable to enemy attack, and the Castillo was never taken by force.

Start your scenic ride along the coastline on State Road A1A near New Smyrna Beach. Take in the historic Ponce Inlet Lighthouse, the Ormond Scenic Loop, and the St. Augustine Lighthouse on your trip to the Castillo.



CHECK-IN LOCATION:

Sign: "Castillo de San Marcos National Monument" located at the parking lot entrance.





Mackinac Bridge

Mackinaw City, Michigan

635 MILES | [H-D.COM/RIDEPLANNER](https://www.harley-davidson.com/rideplanner)



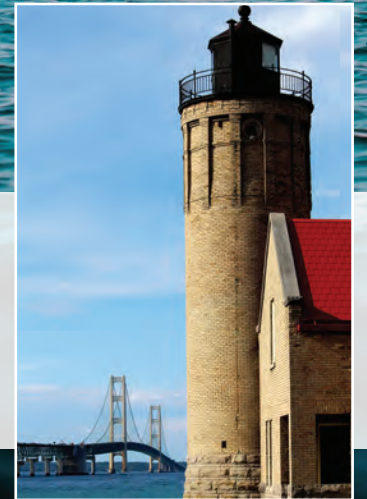
Connecting Michigan's upper and lower peninsulas, the Mackinac Bridge is the longest suspension bridge in the Western Hemisphere, and the fifth-longest in the world. This Michigan landmark, proudly known as the "Mighty Mac," spans nearly five miles, including its approaches, and opened to traffic in 1957.

Our suggested ride starts at the world-class Harley-Davidson Museum in Milwaukee and takes you north through Door County (and Wisconsin's check-in location for 50 States, One Nation), and around Lake Michigan's Upper Peninsula before crossing Mackinac Bridge over the Straits of Mackinac.



CHECK-IN LOCATION:

Mackinac Bridge from Old Mackinac Lighthouse grounds: the historic lighthouse sits at the northern tip of Mackinaw City and is a perfect location to photograph the bridge (your photo does not necessarily have to include the lighthouse).





Niagara Falls

Niagara Falls, New York

509 MILES | [H-D.COM/RIDEPLANNER](https://www.h-d.com/rideplanner)



The thunderous roar of Niagara Falls greets you before it even comes into view. It's the sound of 700,000 gallons of water per second cascading over the brink of the three waterfalls (the American, Bridal Veil, and Horseshoe Falls) that comprise Niagara Falls, along the U.S./Canada border – enough water to fill an Olympic-size swimming pool every second!

Our suggested route takes you along Great Lakes Seaway Trail National Scenic Byway, which shadows the path of the St. Lawrence Seaway and follows the shoreline of Lake Erie and Lake Ontario.



CHECK-IN LOCATION:

Niagara Falls: Your photo should include Niagara Falls, taken from the American side. Some of the best viewpoints are found in Niagara Falls State Park (park admission is free, but parking fee applies), which is the oldest state park in America, established in 1885. Visitor Center address: 332 Prospect St. Niagara Falls, NY 14303.





The Alamo

San Antonio, Texas

300 MILES | [H-D.COM/RIDEPLANNER](https://www.h-d.com/rideplanner)



Texans, as a whole, are fiercely proud of their heritage; perhaps that is nowhere more evident than in their reverence for the heroes of the Battle of the Alamo. Over a 13-day siege in 1836, defenders of the Texas Revolution – among them frontiersman Davy Crockett and Colonel Jim Bowie – held off a much larger contingent of soldiers from the Mexican Army. Most of the 200 Texans – hopelessly outmanned and outgunned – perished, and the battle cry “Remember the Alamo!” was born.

The Alamo, constructed in 1744, was originally a chapel, part of the Spanish mission complex established on the site in 1718. It is now part of the San Antonio Missions National Historical Park and a UNESCO World Heritage Site.



CHECK-IN LOCATION:

Your photo should include the front of The Alamo.

Photo / VisitSanAntonio.com



Badwater Basin

Death Valley National Park, California

168 MILES | [H-D.COM/RIDEPLANNER](https://www.h-d.com/rideplanner)

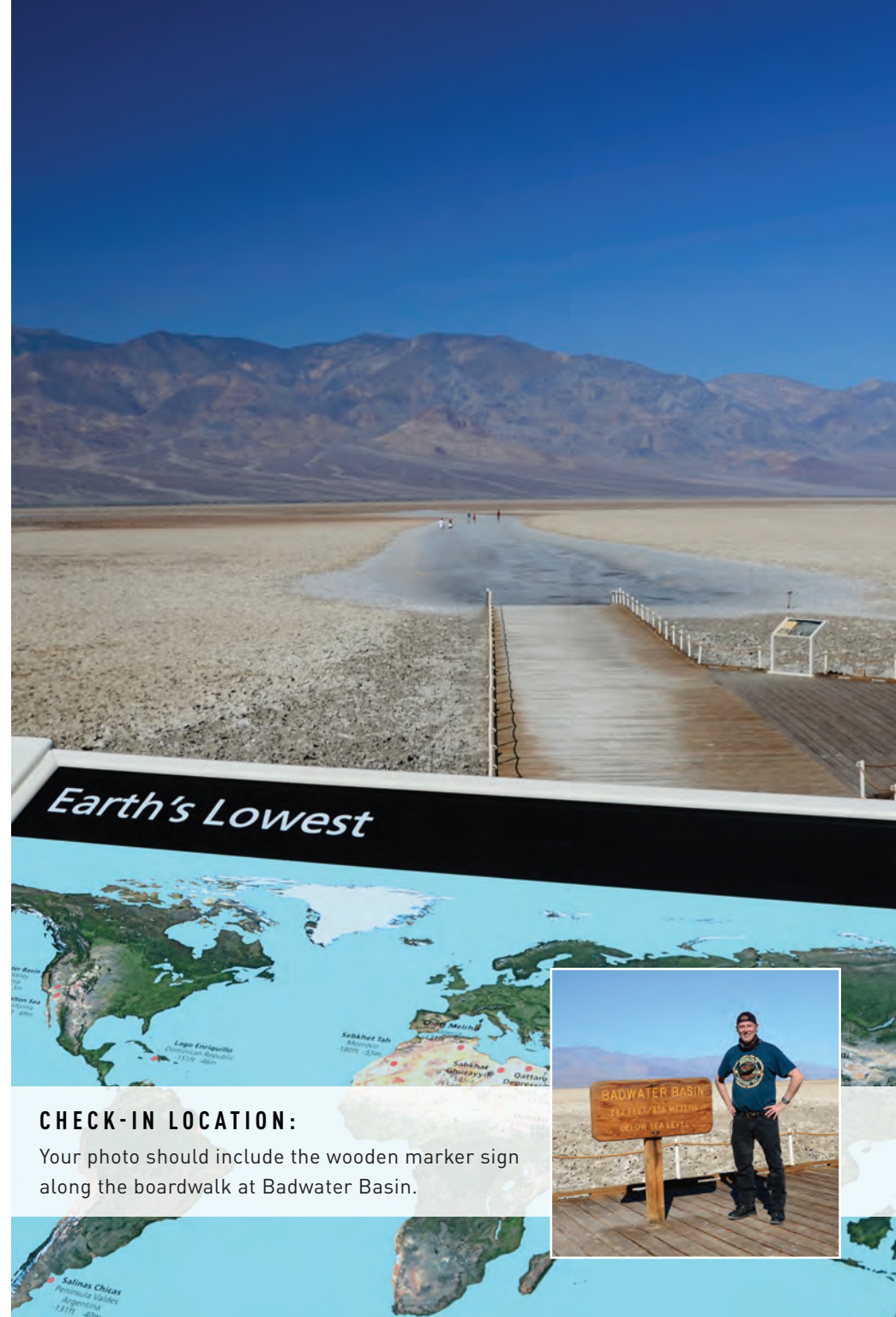


Desolate and hauntingly beautiful, Death Valley is a land of extremes. It's where the highest temperature ever recorded on Earth was measured (134° F on July 10, 1913), and where you'll find the lowest point in North America – 282 feet below sea level, at Badwater Basin inside Death Valley National Park. It's also the driest place on the continent, with average rainfall of around two inches per year.

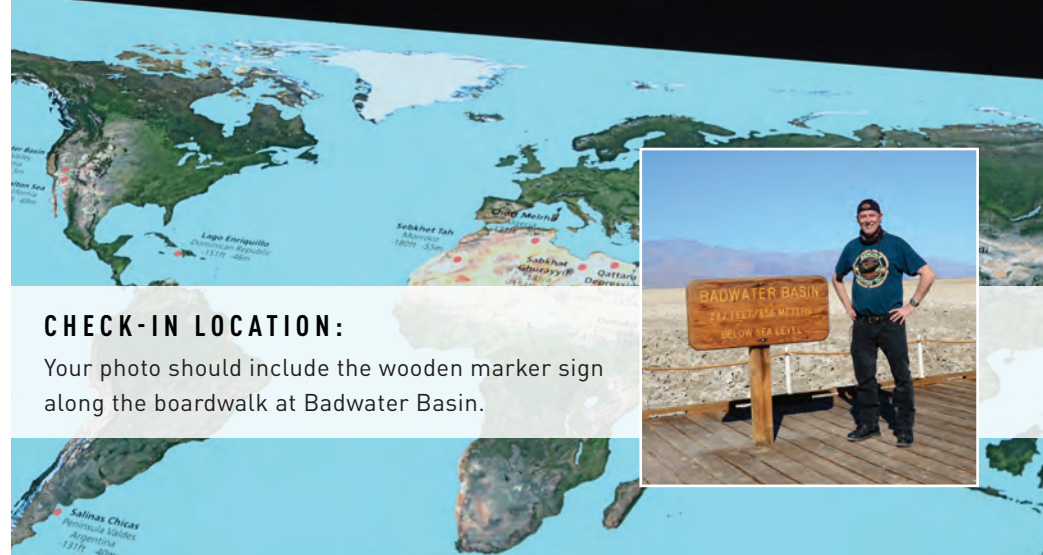
At 3.4 million acres, Death Valley is the largest national park outside Alaska, home to vast salt flats, undulating sand dunes, multi-hued mountains and canyons, and numerous cultural and historical sites.

Traveling into Death Valley during summer months, with its daily triple-digit temperatures and unforgiving sun, is not to be taken lightly, and should only be undertaken by the most prepared riders – bring plenty of water, dress appropriately (consider wearing an evaporative cooling vest), and be sure your motorcycle is in top mechanical condition.

Note: National park entry fee applies



Earth's Lowest



CHECK-IN LOCATION:

Your photo should include the wooden marker sign along the boardwalk at Badwater Basin.





Devils Tower National Monument

Devils Tower, Wyoming

186 MILES | H-D.COM/RIDEPLANNER



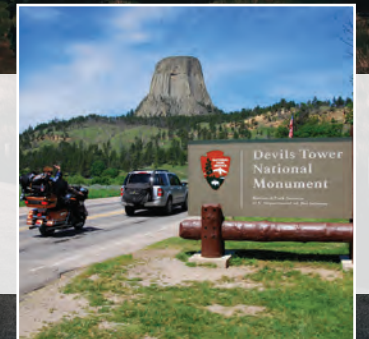
The country's first national monument – designated in 1906 by President Theodore Roosevelt – Devils Tower is an iconic 867-foot tall rock butte with a unique, column-like surface. The tower, referred to as Mato Tipila (Bear Lodge) by the Lakota, holds deep cultural and spiritual significance to many Northern Plains American Indian tribes.

Located in the Black Hills of northeast Wyoming, the tower measures about 1,000 feet in diameter at its base and 275 feet at the top, making it a popular rock climbing destination. The park attracts some 500,000 visitors each year, of which approximately 5,000 are rock climbers.



CHECK-IN LOCATION:

Devils Tower: your photo should include the “Devils Tower National Monument” sign located at the park entrance (if you choose to visit the national monument, park entry fee applies).



THE WORLD OF H.O.G.

Explore *and discover*

Your fellow members are everywhere. You'll meet them at gas stops, rest areas, small-town diners, big-city clubs, maybe even right next door. Anywhere you find people with an appetite for life and a thirst for adventure, you'll find fellow riders who share your passion for Harley-Davidson.



H.O.G.® CHAPTERS

Joining a local H.O.G.® chapter helps you get the most out of your Harley-Davidson experience. Chapter members share a passion for riding, and each H.O.G.® chapter is a little different than the next with unique riding experiences and an opportunity to make new connections. Chapters are sponsored by Harley-Davidson® dealerships, so that's the place to start.

H.O.G.® RALLIES, EVENTS AND MEMBER CHECK-INS

Harley Owners Group® gatherings run the full range, from small meet-ups among friends to chapter activities to enormous rallies that draw members from around the world. What they all have in common are members who share a passion for riding and adventure.

H.O.G.® LADIES OF HARLEY®

Celebrate women riders with a unique Ladies of Harley® (LOH) pin and patch. And check with your local chapter to find out about special LOH rides and activities.

H.O.G.® ARTIFACTS

Pins and patches are artifacts that tell your personal story and commemorate your accomplishments. Members receive a pin and patch each year of H.O.G.® membership, with special gifts also given for 10, 25 and 35 consecutive years of membership.

WHEN YOU'RE OUT ON THE ROAD,

who you know *is everything.*

There's nothing as exciting as setting out into the great unknown on your Harley-Davidson® motorcycle. Part of the thrill is not knowing what might happen. H.O.G. helps you be ready for whatever the road throws your way through exclusive partnerships with trusted providers.



H.O.G.® ROADSIDE ASSISTANCE

This important benefit is only available to Full and Full Life members. The Standard Package is included with your membership and covers one service per calendar year up to \$100. Towing is to the closest Harley-Davidson® dealership, or location of your choice, whichever is closer. Phone support is available 24 hours a day, 365 days a year. Want more coverage? Upgrade Plans are available that will give you the ultimate peace of mind. Additional fees apply.

MOTORCYCLE SHIPPING

Put more great riding within your reach by shipping your motorcycle across the U.S. and Canada with Federal Motorcycle Transport. No one takes better care of your two-wheeled baby than Federal. And as a H.O.G.® member, you won't find a better deal.

AT&T WIRELESS

Save 18 percent on qualifying voice and data charges from AT&T with this exclusive program. Sign up now and put the cash you save toward your next big ride.

EAGLERIDER RENTALS AND TOURS

Take advantage of EagleRider's discount, exclusively for H.O.G.® members. Take 10% off any motorcycle rental or tour and explore the open road today!

MEMBER SERVICES CENTER

Have a question? Don't hesitate to contact the H.O.G.® Member Services Center. They'll be happy to provide any information you need — or just listen as you tell them how excited you are about your Harley-Davidson® motorcycle.

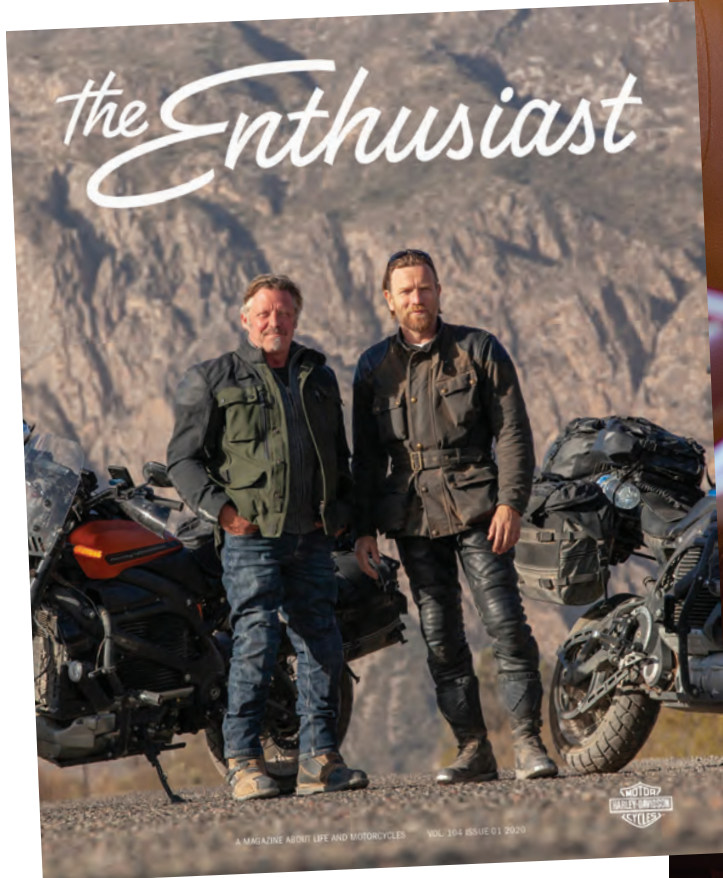
800-CLUBHOG (800-258-2464)

Monday-Friday: 8:30AM-5PM CST

STAY INFORMED

What to read *between rides*

Even as a H.O.G.® member, life isn't always lived on your Harley-Davidson® motorcycle. But we can help you make more of those moments spent off-road.



THE ENTHUSIAST MAGAZINE

A subscription to the flagship publications of H.O.G. and Harley-Davidson is included with Full and Full Life memberships. Published several times a year, this high-quality, full-color magazine is packed with powerful features, member-submitted road stories, breathtaking riding shots, Harley-Davidson news and product information and much more. Learn more at H-D.com/enthusiast.

H.O.G.® E-NEWSLETTER

Get the first look at new gear, inspiring stories, behind-the-scenes info and special offers with this exclusive e-newsletter for members, published once a month. Create your profile to opt in for *free*.

H.O.G.™ MEMBERS WEBSITE

H-D.com/HOG is your go-to resource for event information, benefit details, member stories and photos, featured rides, videos and more. Visit frequently to stay up to date on all things H.O.G.

THE ENTHUSIAST MAGAZINE DIGITAL

Take your Enthusiast magazine collection with you on your phone, tablet or computer with the official digital version. Available for free from the Apple App Store and Google Play (Android), the digital edition features everything the print edition has to offer and more in a convenient, easy-to-access format.



Come home. *It's on the house.*

For the faithful, a visit to the Harley-Davidson Museum is like coming home. As a H.O.G.® member, your Museum admission is always complimentary, so you're welcome to visit today, tomorrow and yesterday.

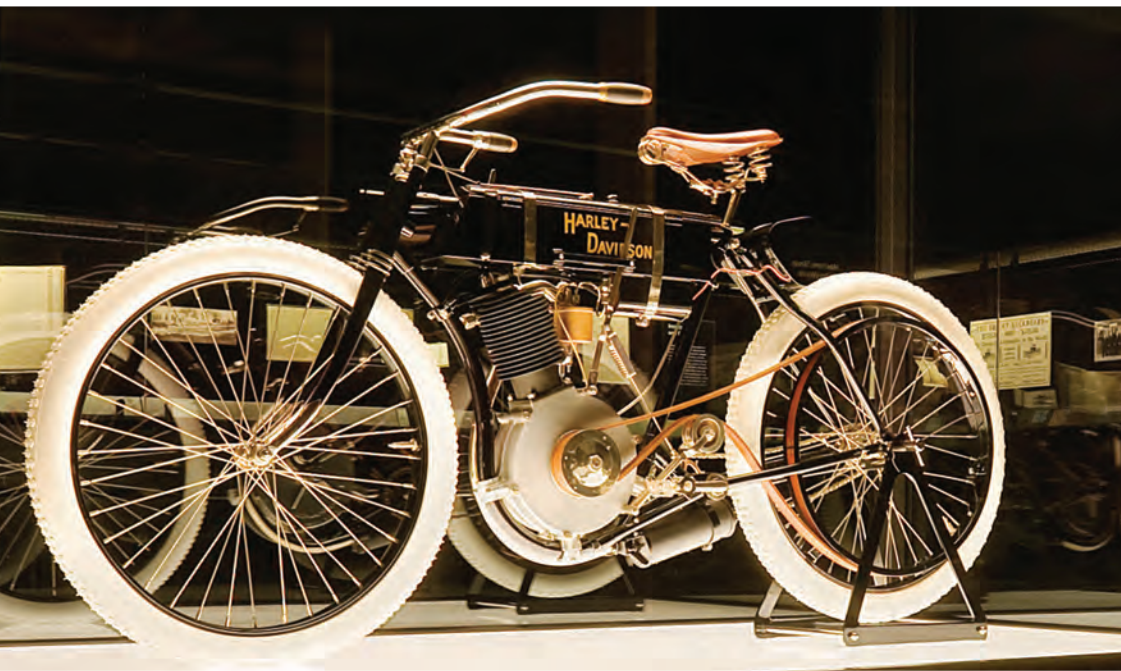
Visit [H-D.COM/HOG](https://www.harley-davidson.com/hog) for a full list of benefits.



H.O.G.® MERCHANDISE

Wear your H.O.G. pride on your sleeve — or your shirt, cap, jacket, coffee cup, etc. — with exclusive wearables and other items. Available only to members.

Visit [HOG.COM/SHOP](https://www.harley-davidson.com/hog)



Join the ride *that never ends.*

So what are you waiting for? The time is now to start living the adventure. You don't have to plan. Just see where the road leads. Wherever you wind up, remember that it's never finished. Because the end of one ride is the perfect time to start thinking about the next.



MEMBERSHIP TYPES

FULL MEMBER

A full selection of benefits for Harley-Davidson® motorcycle owners. A one-year Full Membership is included with the purchase of a new H-D® motorcycle.

ASSOCIATE MEMBER

Select benefits for passengers, friends and family.

FULL LIFE, ASSOCIATE LIFE MEMBER

All of the benefits of Full or Associate membership, plus the Life Member patch and pin, for life.

Sign up for Auto Renew and receive a free T-shirt H-D.COM/HOG.

H.O.G.® MEMBER BENEFITS	FULL MEMBER	ASSOCIATE MEMBER	FULL LIFE MEMBER	ASSOCIATE LIFE MEMBER
Harley-Davidson Museum® FREE Admission	●	●	●	●
The Enthusiast Magazine	●		●	
H.O.G.® e-Newsletter	●	●	●	●
H.O.G.® Merchandise	●	●	●	●
H.O.G.® Ladies of Harley® Membership	●	●	●	●
H.O.G.® Member Services Center	●	●	●	●
H-D.COM/HOG Members-Only Website	●	●	●	●
H.O.G.® 10-, 25- and 35-year Member Recognition	●	●	●	●
Theft Reward Program	●		●	
H.O.G.® Membership Card	●	●	●	●
H.O.G.® Patch/Pin	●	●	●	●
H.O.G.® Life Member Patch and Pin			●	●
H.O.G.® Chapters	●	●	●	●
H.O.G.® RIDE 365 Challenges	●	●	●	●
H.O.G.® Rallies, Events and Member Check-Ins	●	●	●	●
Safe Rider Skills Recognition	●	●	●	●
Motorcycle Shipping*	●		●	
Roadside Assistance AT&T Wireless*	●		●	
Harley-Davidson® Insurance Services	●	●	●	●
H-D® Visa® Exclusive Benefits	●		●	
H.O.G.™ Roadside Assistance*	●		●	
Additional Coverage			●	
H.O.G.™ Roadside Assistance Additional Coverage*	●		●	
EagleRider Rentals and Tours*	●	●	●	●

*H.O.G. Roadside Assistance, AT&T, and other H.O.G. partners and their affiliates are private firms offering services to H.O.G. members. Harley-Davidson Motor Company is not a party to any contract or agreement between these companies and H.O.G. members, and does not make any representations or warranties regarding any services.



HARLEY-DAVIDSON MOTOR COMPANY

3700 West Juneau Avenue, Milwaukee, Wisconsin 53208 USA

800-CLUBHOG (800-258-2464) / 414-343-4896 (Outside U.S. and Canada)

H-D.COM/HOG | #HOGRIDE365

H.O.G. Roadside Assistance AT&T, and other H.O.G. partners and their affiliates are private firms offering services to H.O.G. members. Harley-Davidson Motor Company is not a party to any contract or agreement between these companies and H.O.G. members, and does not make any representations or warranties regarding any services.

Harley Owners Group and Harley-Davidson Motor Company reserve the right to change benefits, services, and prices without prior notice.

©2020 H-D or its affiliates. HARLEY-DAVIDSON, HARLEY, H-D, and the Bar & Shield Logo are among the trademarks of H-D U.S.A., LLC. Third-party trademarks are the property of their respective owners.