


HOG
MEMBERSHIP
GUIDE 2016
UNITED STATES

A scenic photograph of a winding asphalt road through a lush, green mountain landscape. The road curves through the foreground and middle ground, with two motorcycles visible in the distance. The background features steep, forested mountains with some rocky outcrops. The overall atmosphere is one of freedom and adventure.

**WE BELIEVE THAT
FREEDOM COMES WITH
THE TERRITORY**

Harley Owners Group® has been riding the open road for more than three decades. Bonded by our passion for Harley-Davidson® motorcycles, we share a taste for adventure, rebellion, attitude, and freedom. And that's just how we like it. **As a member, all that's left is to kick up your stand, let out the clutch, and roll on the throttle.**

IT'S TIME TO COME HOME HOG.COM/MUSEUM




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. It's an ingredient of our brand that riders aspire to and are inspired by, so I'm proud to announce that beginning this year, all H.O.G.[®] members will enjoy free admission to the Harley-Davidson Museum.[®]

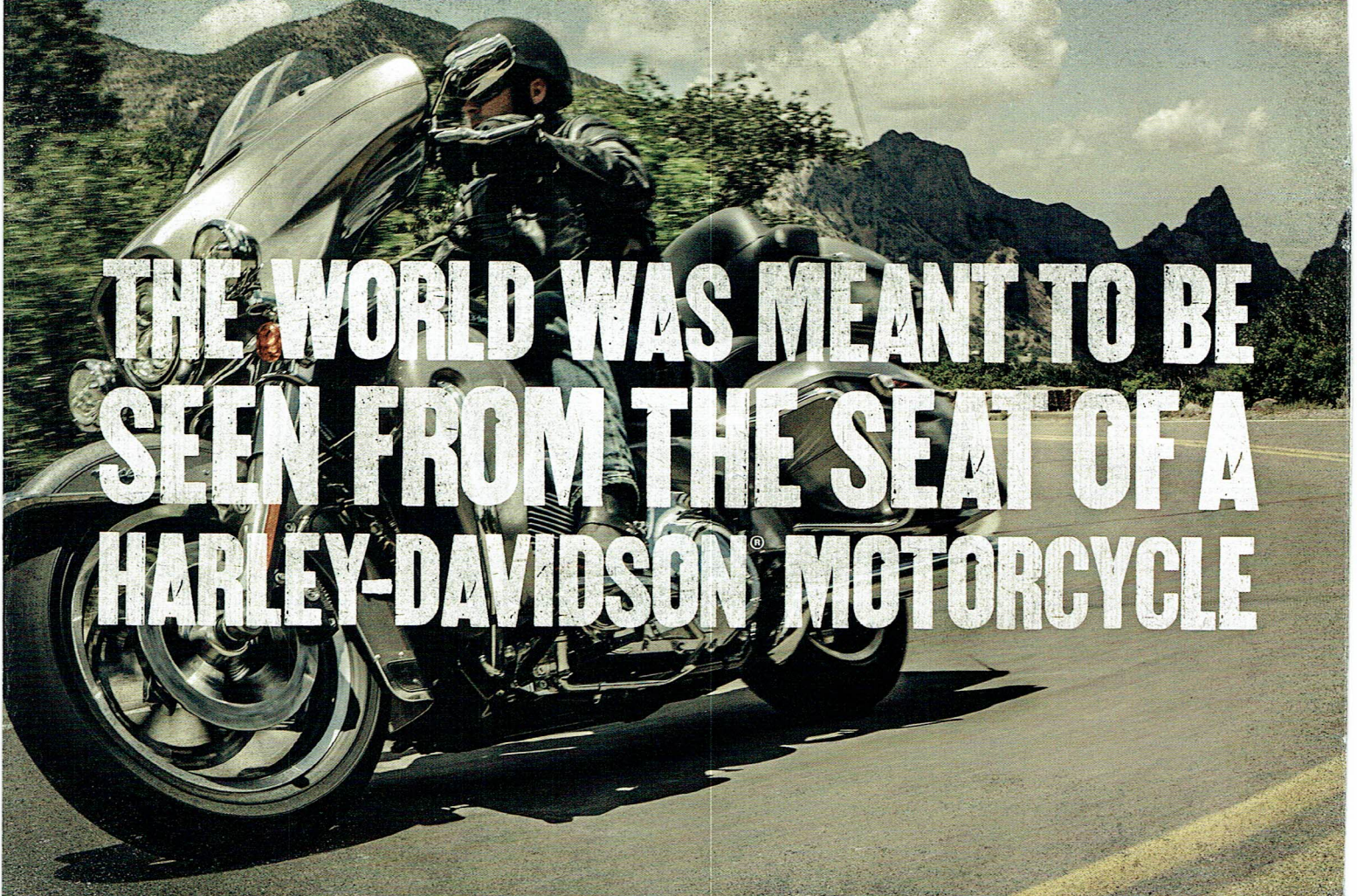
The Museum not only tells the story of Harley-Davidson – it's where the history and heritage of our shared passion comes to life. The freedom, pride, and camaraderie of Harley-Davidson[®] motorcycle riders are always on display here. I like to think of it as H.O.G.[®] members' home away from home, and I'm excited and honored to open it up to all H.O.G.[®] members worldwide who visit Milwaukee – the birthplace of Harley-Davidson.

A handwritten signature in black ink that reads "Bill Davidson". The signature is stylized with a large, sweeping "B" and "D".

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HOG.COM/BENEFITS

A photograph of a motorcycle rally or convention. In the foreground, several motorcycles are parked, including a black one with a license plate that reads '0X451' and 'MIS 1990 APR'. A large crowd of people, many wearing motorcycle gear, is gathered in the background. A modern building with a glass facade and a large '90' sign is visible in the background.

EXPERIENCING HISTORY
IS NOW MORE
REWARDING THAN EVER



**THE WORLD WAS MEANT TO BE
SEEN FROM THE SEAT OF A
HARLEY-DAVIDSON® MOTORCYCLE**

Wind in your face as you roll on the throttle, leaning into the curve and riding straight into the unknown. Forests; mountains; and Anywhere, U.S.A. flashing past as you focus on nothing except the next stretch of road. Oh yeah. That's how it's done. And we're here to share that passion with you.

H.O.G.® TOURING HANDBOOK

A road-ready atlas filled with useful maps, touring tips, H-D® dealer info, and basic state motorcycle laws.

H.O.G.® ROADSIDE ASSISTANCE HOG.COM/ROADSIDE

Have the best at your back – always. Standard Package coverage (one service per year, up to \$100) is included with your full membership. Special members-only upgrades available.

H.O.G.® ABCs OF TOURING CONTEST HOG.COM/ABC

Put a competitive edge on your riding season with this members-only contest and earn some cool prizes, as well as bragging rights.

H.O.G.® MILEAGE RECOGNITION HOG.COM/MILES

Drive up your odometer and earn pins, patches, and motorcycle medallions.

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We are bound by passion – an asphalt addiction that keeps us connected and coming back for more. Tap into the worldwide community and cut loose with people hard-wired for a life on a Harley-Davidson. Just like you.

H.O.G.® MEMBERS WEBSITE HOG.COM

Broaden your horizons with member-exclusive photos, articles, videos, interviews, and riding features.

H.O.G.® RALLIES AND EVENTS HOG.COM/EVENTS

Head out to local meet-ups, rallies, tours, and worldwide celebrations as we make our mark on the globe, together.

H.O.G.® CHAPTERS HOG.COM/CHAPTERS

Meet the family you never knew you had: the men and women in your backyard who live and breathe Harley-Davidson.

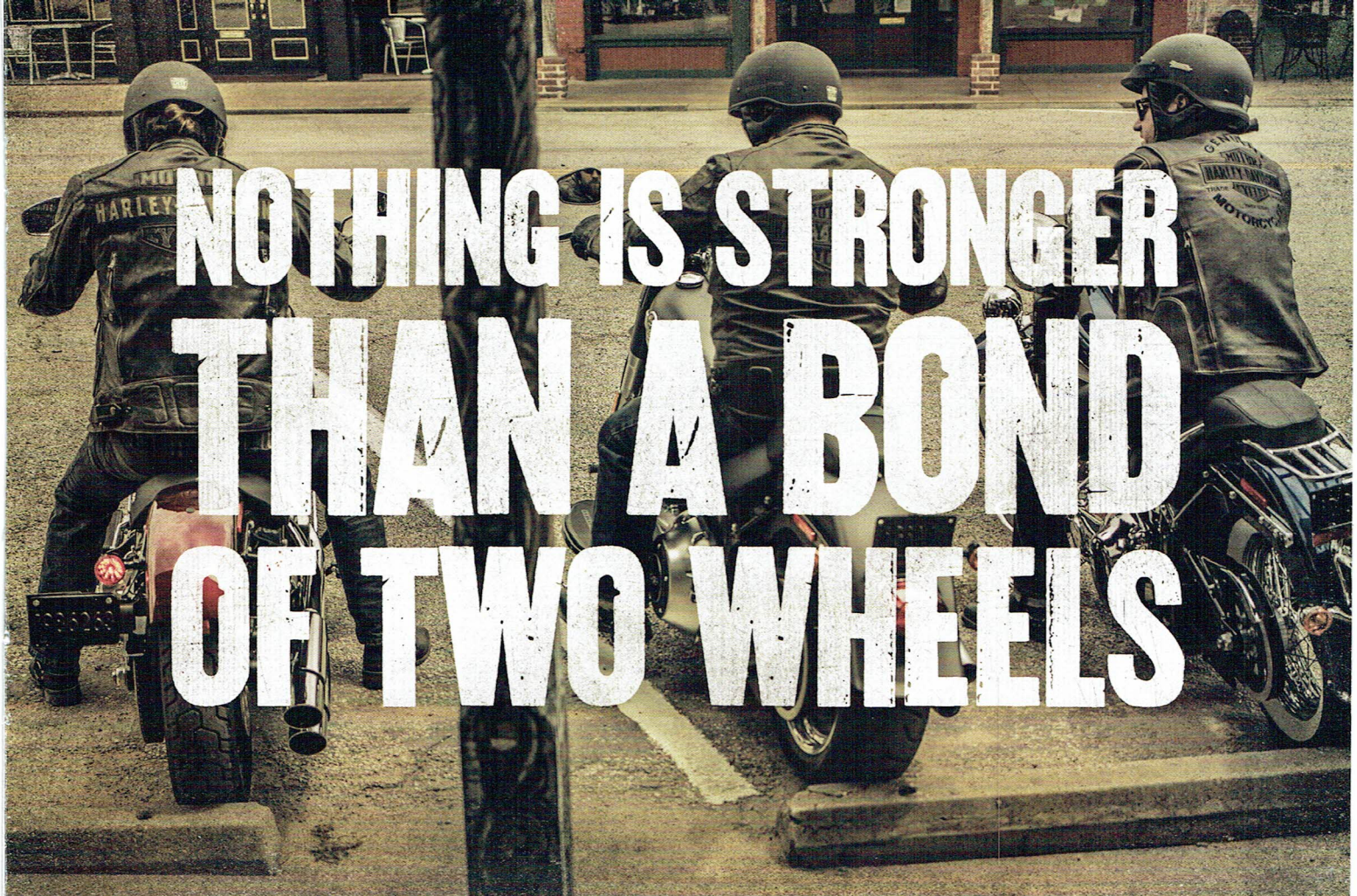
H.O.G.® LADIES OF HARLEY®

Celebrate women riders with a unique Ladies of Harley pin and patch.


HARLEY-DAVIDSON® WORLD RIDE H-D.COM/WORLDRIDE

Head out with riders around the world during this annual special event.

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A photograph of three motorcyclists from behind, parked on a street. They are wearing leather jackets and helmets. The jackets have patches, including one that says 'HARLEY-DAVIDSON'. The text 'NOTHING IS STRONGER THAN A BOND OF TWO WHEELS' is overlaid in large, white, distressed font across the center of the image.

NOTHING IS STRONGER
THAN A BOND
OF TWO WHEELS

A vintage-style photograph of two motorcyclists riding on a dirt road. The rider in the foreground is wearing a black helmet and sunglasses, looking directly at the camera. The rider in the background is also wearing a helmet and sunglasses, looking slightly to the side. The background consists of rolling hills under a clear sky. The text "AN INSIDE PASS TO THE RIDE OF YOUR LIFE" is overlaid in large, white, distressed capital letters across the center of the image.

**AN INSIDE PASS TO THE
RIDE OF YOUR LIFE**

H.O.G.® members ride big, while always looking out for each other. Because that's what families do. As a member, you get inside access to the Motor Company so you know what's coming before anyone else. Sneak peeks, never-before-seen features, and Harley-Davidson exclusives only available through Harley Owners Group.® When we say members only, we mean it.

HOG® MAGAZINE HOG.COM/MAGAZINE

Whether in print (five issues a year), on tablet, or online, this premium publication is packed with powerful features, member-submitted road stories, and breathtaking riding shots.

H.O.G.® INSIDER HOG.COM/INSIDER

Get the first look at new gear, inspiring stories, behind-the-scenes info, and special offers with this exclusive member e-newsletter.

H.O.G.® MERCHANDISE HOG.COM/SHOP

Stitch your pride on your sleeve or just about anywhere else.

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HOG.COM/BENEFITS

A support crew of H-D allies rides at your back. Enhancing every mile, looking out for your wallet, and dialing up the adventure. These trusted partners pack the rock star treatment into every ride.

HARLEY-DAVIDSON® INSURANCE HOG.COM/INSURANCE

Nobody knows how to protect your Harley® motorcycle better than the people who built it, and as a H.O.G.® member you're eligible for special rates.

FEDERAL MOTORCYCLE SHIPPING FUNTRANSPORT.COM/HOG

With our partner Federal Motorcycle Transport, H.O.G. members can arrange to have their motorcycle shipped across the U.S. and Canada.

BEST WESTERN RIDE REWARDS® BESTWESTERN.COM/HOG

Preferred pricing, automatic bonus points, and free upgrades. Everything you and your ride are gonna need.

WIRELESS SERVICE FROM AT&T HOG.COM/ATT

You can save 18% on qualifying voice and data charges from AT&T! This offer is online only – sign up at hog.com/att. Put the extra cash you save into something with more ... chrome.


HARLEY-DAVIDSON® VISA SIGNATURE® CARD HDVISA.COM/HD38270

Earn H-D™ Genuine Rewards points on every eligible purchase to use at participating U.S. dealerships. Apply today and upon approval, earn an exclusive H.O.G. member offer.

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A photograph of two motorcyclists riding on a city street. The motorcyclist on the left is wearing a black helmet and jacket, riding a dark motorcycle. The motorcyclist on the right is also wearing a black helmet and jacket, riding a silver motorcycle. In the background, there is a tall, modern building with many windows. The text "WHEN YOU'RE OUT ON THE ROAD WHO YOU KNOW IS EVERYTHING" is overlaid in large, white, distressed capital letters across the center of the image.

WHEN YOU'RE OUT ON THE ROAD
WHO YOU KNOW
IS EVERYTHING

A photograph of a group of motorcyclists in a wooded area. In the foreground, a woman with long dark hair, wearing a black leather jacket and light blue jeans, stands next to a blue motorcycle. To her right, a man in a black leather jacket with "HARLEY-DAVIDSON" on the sleeve and sunglasses stands looking off to the side. In the background, other motorcyclists are visible, including one wearing a helmet and another with a beard. The scene is set in a sun-dappled forest. Overlaid on the center of the image is large, white, distressed, all-caps text.

**JOIN UP WITH A
FAMILY THAT LIVES FOR
THE NEXT RIDE**

U.S. H.O.G.® MEMBER BENEFITS

Harley-Davidson Museum®	FULL	ASSOCIATE
HOG® Magazine	FULL	
H.O.G. Touring Handbook	FULL	
H.O.G. Roadside Assistance	*FULL	
H.O.G. Insider	FULL	ASSOCIATE
H.O.G.® Merchandise	FULL	ASSOCIATE
H.O.G. Ladies of Harley®	FULL	ASSOCIATE
Member Services Center	FULL	ASSOCIATE
H.O.G. Members Website	FULL	ASSOCIATE
10- and 25-Year Member Recognition	FULL	ASSOCIATE
Theft Reward Program	FULL	
Membership Card	FULL	ASSOCIATE
H.O.G. Patch	FULL	ASSOCIATE
H.O.G. Pin	FULL	ASSOCIATE
H.O.G. Chapters	FULL	ASSOCIATE
H.O.G. Mileage Recognition	FULL	ASSOCIATE
H.O.G. Rallies and Events	FULL	ASSOCIATE
Safe Rider Skills Recognition	FULL	ASSOCIATE
H.O.G. ABCs of Touring Contest	FULL	ASSOCIATE
Harley-Davidson® World Ride	FULL	ASSOCIATE
Federal Motorcycle Shipping	FULL	
Best Western Ride Rewards®	FULL	ASSOCIATE
Wireless Service from AT&T	**FULL	
Harley-Davidson® Insurance	FULL	ASSOCIATE
H-D® Visa® H.O.G. Member Offer	FULL	ASSOCIATE
H.O.G. Roadside Assistance Additional Coverage	*FULL	

LEARN MORE AT
HOG.COM/BENEFITS



Benefits and services are subject to change.

Some benefits and services are subject to additional fees.

*"Standard" coverage is included with membership.
Additional coverage is available at an additional cost.

**Offer available online only at hog.com/att.



HARLEY OWNERS GROUP®

HARLEY-DAVIDSON MOTOR COMPANY

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FAX: 414.343.4515

HOG.COM

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