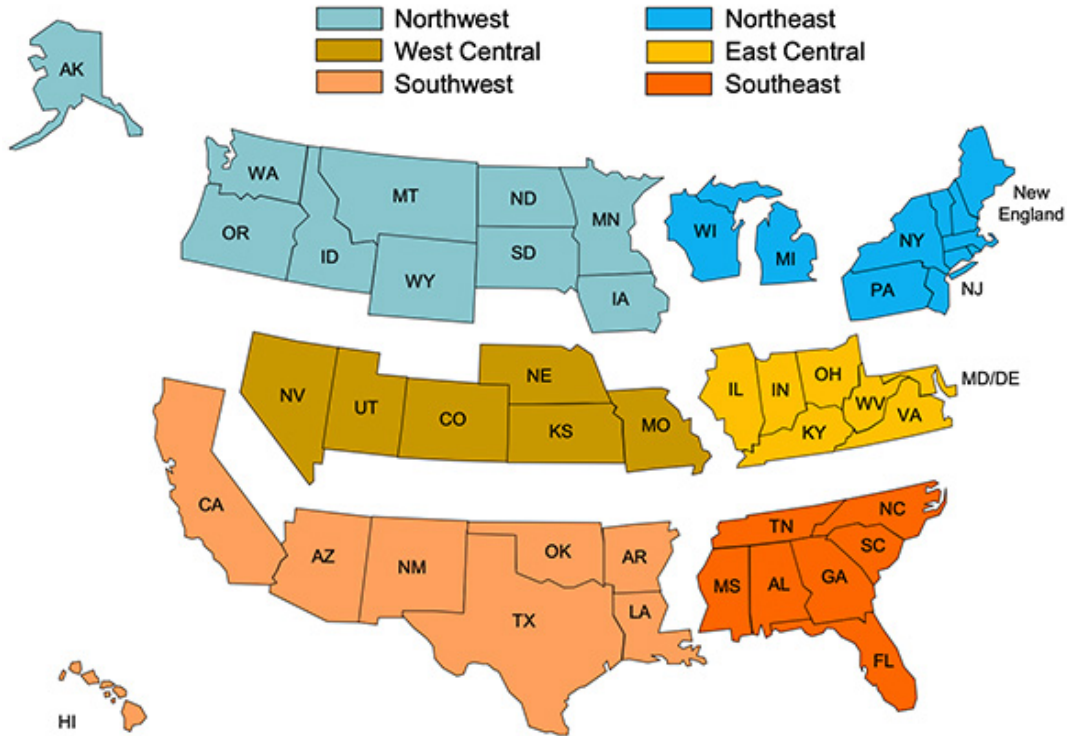


Harley-Davidson 2024 Ride 365 Program



New Chapter Mileage Challenge Regional Map

Beginning this year, H.O.G. will realign the six regions that compete for the Chapter Total Mileage and Average Mileage challenges to better match seasonal climates. The map above shows how the new regions will be aligned by state. These new regions will be used to determine the 2024 challenge winners and do not affect last year's results. If you have any questions about the new regional map, please contact your regional manager.

GET REWARDED FOR RIDING

120,203,500

POINTS REMAINING

Earn your share of the 121M H-D Rewards Points we are giving away in 2024 by getting your mileage read at any Harley-Davidson dealership. Here's how to earn through riding:

1. Get your 2024 starting mileage reading to enter the Annual Mileage Challenge.
2. Ride miles!
3. Earn up to 15,000 H-D Reward Points (worth \$150) by continuing to get your mileage read at the milestones below.
4. **Check the odometer above every month to see how many H-D Rewards Points are left to earn.**

1,000 MILES = 1,000 POINTS | 2,500 MILES = 1,500 POINTS
5,000 MILES = 2,500 POINTS | 7,500 MILES = 2,500 POINTS
10,000 MILES = 2,500 POINTS | 15,000 MILES = 5,000 POINTS

For more information on how to sign up and participate in the Ride 365 Program click on the link provided <https://tinyurl.com/2s3c2j27> and log into your H-D account.