



2012 ADVENTURE GUIDE



UNITED STATES

HARLEY OWNERS GROUP® BENEFITS, EXPERIENCES, AND PARTNERSHIPS



HARLEY OWNERS GROUP®

P.O. BOX 453, 3700 WEST JUNEAU AVENUE, MILWAUKEE, WISCONSIN 53201 USA
PHONE: 1-800-CLUBHOG (1-800-258-2464) OR 414-343-4896 (OUTSIDE THE U.S.)
FAX: 414-343-4515 WEBSITE: MEMBERS.HOG.COM

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EVERY RIDE IS AN ADVENTURE

HOW FAR YOU TAKE IT IS UP TO YOU.

No matter how near or far you ride and roam, H.O.G.[®] helps make every journey memorable with valuable **BENEFITS**, unforgettable **EXPERIENCES**, and rewarding **PARTNERSHIPS**.

BENEFITS H.O.G. AMERICAS *TOURING HANDBOOK* • H.O.G. *INSIDER* E-NEWSLETTER • *HOG*[®] MAGAZINE • H.O.G. MERCHANDISE • H.O.G. ROADSIDE ASSISTANCE PROGRAM • LADIES OF HARLEY[®] • MEMBER SERVICES CENTER • MEMBERS.HOG.COM • 10- AND 25-YEAR MEMBER RECOGNITION • THEFT REWARD PROGRAM **EXPERIENCES** ABCs OF TOURING • CHAPTERS • H.O.G. MILEAGE PROGRAM • MILLION MILE MONDAY • RALLIES AND EVENTS • STATE RALLIES • SAFE RIDER SKILLS PROGRAM **PARTNERSHIPS** H-D[®] INSURANCE • H-D[®] AUTHORIZED RENTALS • H-D MUSEUM[®] • H-D[®] VISA SIGNATURE[®] CARD • AT&T WIRELESS • BEST WESTERN RIDE REWARDS[®] • H-D DECK AT MILLER PARK • H.O.G. ROADSIDE ASSISTANCE ADDITIONAL COVERAGE • MOTORCYCLE SHIPPING



VALUABLE BENEFITS

SEE MORE, DO MORE,
GET MORE FROM YOUR MEMBERSHIP.



TYPES OF MEMBERSHIP

ANYONE WHO QUALIFIES FOR H.O.G.® MEMBERSHIP MAY JOIN the world's largest factory-sponsored motorcycle club. There are four types of membership:

- **FULL MEMBERSHIP:** Member must be the owner of a Harley-Davidson® motorcycle and provide a Harley-Davidson vehicle identification number – entitles member to all the benefits and services of the Harley Owners Group.®
- **ASSOCIATE MEMBERSHIP:** Designed for the passenger or family member of a full member. Entitles the member to select member benefits. Every associate member must have an active sponsoring full member.
- **FULL AND ASSOCIATE LIFE MEMBERSHIPS:** All the benefits of full or associate membership, plus a special life member patch and pin. Every associate life member must have a sponsoring full life member.

Memberships are non-refundable and non-transferable.

BENEFITS	FULL MEMBER	ASSOCIATE MEMBER	FULL LIFE MEMBER	ASSOCIATE LIFE MEMBER
Membership Card	•	•	•	•
Embroidered H.O.G. Patch	•	•	•	•
Bronze H.O.G. Pin	•	•	•	•
H.O.G. Americas <i>Touring Handbook</i>	•		•	
H.O.G. <i>Insider</i> E-newsletter	•	•	•	•
HOG® Magazine	•		•	
* H.O.G. Merchandise	•	•	•	•
** H.O.G. Roadside Assistance Program	•		•	
Ladies of Harley®	•	•	•	•
Life Member Patch and Pin			•	•
Member Services Center	•	•	•	•
members.hog.com	•	•	•	•
† 10- and 25-Year Member Recognition	•	•	•	•
Theft Reward Program	•		•	

EXPERIENCES

ABCs of Touring	•	•	•	•
* Chapters	•	•	•	•
H.O.G. Mileage Program	•	•	•	•
Million Mile Monday	•	•	•	•
* Rallies and Events	•	•	•	•
State Rallies	•	•	•	•
Safe Rider Skills Program	•	•	•	•

PARTNERSHIPS

* Harley-Davidson® Insurance	•	•	•	•
*** H-D® Authorized Rentals	•	•	•	•
* Harley-Davidson Museum®	•	•	•	•
H-D® Visa Signature® Card	•	•	•	•
* ^ AT&T Wireless	•		•	
* Best Western Ride Rewards®	•	•	•	•
* H-D Deck at Miller Park	•	•	•	•
H.O.G. Roadside Assistance Additional Coverage	•		•	
* Motorcycle Shipping	•		•	

Benefits and services subject to change.

* Members are eligible to participate in program or may receive special pricing. Additional fees apply. See corresponding section for more details.

** "Standard" coverage is included with membership. Additional coverage is available for additional cost. See appropriate section for details.

***Additional fees apply. See appropriate section for more information.

† Must complete 10 or 25 consecutive years of membership.

^ Available to U.S. full and full life members only.

NEW VEHICLE PURCHASE & AUTOMATIC MEMBERSHIP

A ONE-YEAR FULL MEMBERSHIP IS AUTOMATICALLY ISSUED TO THE PURCHASER OF A NEW, UNREGISTERED HARLEY-DAVIDSON MOTORCYCLE. If more than one name appears on the title, the membership will be in the name of the person first listed. Memberships are not generated for motorcycles titled in a company name. Only one membership will be issued per vehicle.

ALREADY A H.O.G. MEMBER? If you are a current H.O.G. member (or have been a member within the past two years), provide your membership number at the time of purchase to receive an automatic one-year extension. This prevents generation of a duplicate membership.

MEMBERSHIP RENEWAL

H.O.G. MEMBERSHIPS ARE RENEWABLE ANNUALLY OR IN TWO- OR THREE-YEAR INCREMENTS. Members receive a renewal notice prior to their membership expiration date and may renew by mail, phone, or members.hog.com. Credit card users may also opt for automatic annual renewal.

Renewing members will receive a membership package three to five weeks after renewal. To receive your renewal package sooner, renew before your membership expires or renew for multiple years. Your renewal package will include a membership card, H.O.G. Adventure Guide, annual patch and pin "rockers," and an updated H.O.G. *Touring Handbook* (full and full life members only), plus you'll be eligible for all of the applicable benefits, experiences, and partnership offers (see chart).

H.O.G.® AMERICAS TOURING HANDBOOK

SEE WHERE YOU'RE GOING, WHERE YOU'VE BEEN, AND MEET FELLOW MEMBERS ALONG THE WAY. With the latest road maps of the U.S., Canada, and Latin America; state travel information and motorcycle laws; and a comprehensive directory of Harley-Davidson dealerships and services, this road atlas is an essential riding tool issued annually to renewing full or full life members.

H.O.G.® INSIDER E-NEWSLETTER

THIS EXCLUSIVE MEMBERS-ONLY E-NEWSLETTER WILL HELP YOU GET OUT, GET TOGETHER, AND GET RIDING. Each month it delivers the most up-to-date information and H.O.G. member news, benefits, and events – along with compelling member profiles – to help you make the most of your membership in Harley Owners Group. To be sure you get yours each month, visit members.hog.com and create your on-line profile today.



HOG® MAGAZINE

PUBLISHED FIVE TIMES PER YEAR, THIS FULL-COLOR PUBLICATION HAS BECOME ONE OF THE MOST POPULAR MAGAZINES IN THE MOTORCYCLE INDUSTRY. Packed from front to back with stunning photography, powerful stories, exclusive product information, Harley Owners Group news, and much more, it's easy to understand why. Full and full life members receive an annual subscription (five issues) with their membership, making it a compelling reason to be a part of the H.O.G. family.

H.O.G.® MERCHANDISE

OFFICIAL H.O.G.® MERCHANDISE MAY BE PURCHASED BY VISITING THE ONLINE STORE AT MEMBERS.HOG.COM, AT H.O.G. RALLIES, AND OTHER SELECT EVENTS. You may also order H.O.G. and chapter-specific merchandise through your local dealer – just ask for the H.O.G. merchandise catalog.

Replace lost membership pins and patches (or order duplicates) by contacting the Norscot Group at 800-821-5580 or fax 262-241-4904. Order forms are available in the My Membership section of members.hog.com.

NOTE: You may order only the renewal pins and patches for which you qualify. Look at the "Member Since" date on the front of your H.O.G. membership card. Your first year of membership makes you eligible for the small H.O.G. pin and patch. You may only order renewal pins and patches for subsequent active years. For example, if the date you joined was May 1994, and you've been a member each year since, you could order any renewal pins and patches for 1995 and beyond.

H.O.G.® ROADSIDE ASSISTANCE PROGRAM

H.O.G. COVERS THE BASICS WITH THE STANDARD ROADSIDE ASSISTANCE PACKAGE – ONE TOW PER YEAR WITH A MAXIMUM OF \$100. THIS COVERAGE IS AUTOMATICALLY IN PLACE FOR WHEN YOU NEED IT THE MOST. Carry your H.O.G. membership card with you, and if you are stranded at the side of the road, just call the toll-free number on the back to arrange for a tow.

HIGHER-LEVEL COVERAGE PACKAGES ARE AVAILABLE AT ADDITIONAL COST. For more information, see Roadside Assistance Additional Coverage in the Partnership section on Page 14.

The H.O.G. ROADSIDE ASSISTANCE PROGRAM is provided and administered by Brickell Financial Services Motor Club Inc. dba Road America Motor Club, administrative offices at 7300 Corporate Center Drive, Suite 601, Miami, Florida 33126. (For Mississippi and Wisconsin members, services are provided by Brickell Financial Services Motor Club, Inc. For California members, services are provided by Road America Motor Club, Inc. dba Road America Motor Club.)

STANDARD PACKAGE (INCLUDED with full and full life membership at no extra charge)

Active full and full life H.O.G. members may use the program **once per year, with a maximum of \$100 coverage** for that occurrence. In addition, Road America offers telephone support 24 hours a day, 365 days a year (including various communication options for the hearing-impaired).

Here's how it works: If you (an active full or full life H.O.G. member) are stranded due to a covered problem, contact Road America to arrange for a tow to the nearest authorized Harley-Davidson® dealership (NOTE: H-D® dealerships are not open 24/7) or any other location of your choice, whichever is closer. **The toll-free number is on the back of your H.O.G. membership card.** Road America will send one of its authorized service providers for assistance. There is no out-of-pocket expense to H.O.G. members for covered services received up to \$100. Members simply sign the invoice from the provider to verify that service was received.

For services over the \$100 per occurrence, per year limit, you are responsible for any non-covered expenses or expenses in excess of \$100. Road America can assist you with towing service, fuel/fluid replacement (does not cover cost of fuel/fluid), lost key/lockout service (contacting the nearest H-D dealership to assist in acquiring a replacement key (cost of key, parts, labor or delivery not included) or providing assistance with the unlocking of motorcycle compartments in the event keys are locked inside the compartments), and extrication assistance. Certain restrictions and/or exclusions apply.

NOTE: Benefit limits in Canada are in Canadian dollars (up to CD\$100) and in U.S. dollars (up to US\$100) when in the United States.

NOTE: Road America and its vendors are private firms offering services to H.O.G. members. Harley-Davidson Motor Company and H.O.G. are not parties to any contract or agreement between these companies and H.O.G. members. Harley-Davidson Motor Company and H.O.G. are not responsible for or liable for any services offered by Road America and its vendors and do not make any representations or warranties regarding any services.

LADIES OF HARLEY®

LADIES OF HARLEY® (LOH) OFFERS MEMBERS A SPECIAL EMBROIDERED PATCH AND PIN DURING THE FIRST YEAR OF MEMBERSHIP.

Each renewal year, members with LOH affiliation receive an LOH pin indicating the year of membership. You must be an active female full or associate member of H.O.G. to be affiliated. Although LOH is free of charge to active H.O.G. members, the benefit is not automatic. If you would like to join, please call the H.O.G. office or log on to members.hog.com.



MEMBER SERVICES CENTER

THE TOLL-FREE NUMBER 1-800-CLUBHOG (1-800-258-2464) reaches the United States H.O.G. office. **NEW FOR 2012:** Representatives are available 8AM-6PM (CT) Monday-Friday. Our automated system is available 24 hours a day, 365 days a year; existing members can renew, verify address or membership expiration date, or request a new card.

If you need to contact Harley-Davidson Motor Company, please call 414-342-4680. Please refer to the H.O.G. Telephone/Address Directory on Page 19.

MEMBERS.HOG.COM

THIS EXCLUSIVE H.O.G. MEMBERS-ONLY WEBSITE IS YOUR PRIMARY H.O.G. COMMUNICATIONS CENTER. Log on frequently to discover everything your membership has to offer, conduct membership business, find out about upcoming H.O.G. events, learn more about H.O.G. benefits, find a local chapter, update your membership information, and more. Sign up for e-mail so you always get the latest from H.O.G. and Harley-Davidson. And the best part is, it's all available 24 hours a day, 365 days a year!

10- AND 25-YEAR MEMBER RECOGNITION

A SPECIAL H.O.G. 10- OR 25-YEAR MEMBER PATCH WILL BE INCLUDED IN YOUR RENEWAL PACKAGE to mark your 10th and 25th consecutive years of membership.

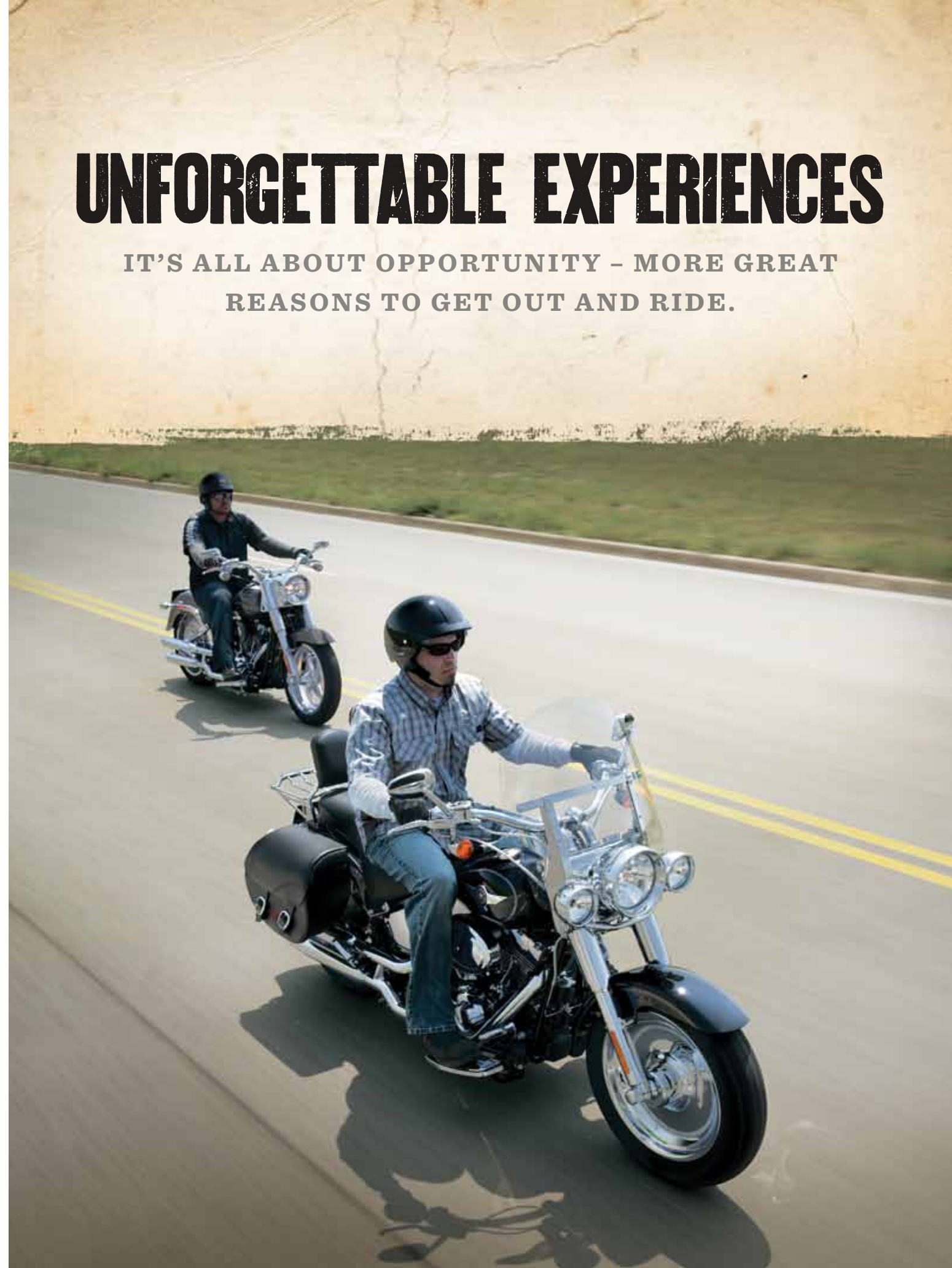
THEFT REWARD PROGRAM

H.O.G. WILL PAY A \$1,000 REWARD FOR INFORMATION LEADING TO THE ARREST AND CRIMINAL CONVICTION OF ANYONE STEALING A FULL OR FULL LIFE MEMBER'S HARLEY-DAVIDSON MOTORCYCLE (not payable to the member whose vehicle was stolen, the member's immediate family, or law enforcement officers). Reward maximum: \$5,000.

Information must be reported to the H.O.G. office and to local law enforcement agencies. The H.O.G. Theft Reward Program applies only to current members residing in the U.S., providing that the vehicle was stolen during their membership period. This reward does not cover damage or vandalism that may occur to a vehicle while parked, or theft of any accessory or individual parts of the vehicle.

UNFORGETTABLE EXPERIENCES

IT'S ALL ABOUT OPPORTUNITY – MORE GREAT REASONS TO GET OUT AND RIDE.



ABCs OF TOURING

AN ALPHABETICAL “SCAVENGER HUNT” FOR YOU AND YOUR HARLEY-DAVIDSON® MOTORCYCLE! EARN POINTS AND WIN PRIZES BY COLLECTING PHOTOS OF YOURSELF, YOUR MOTORCYCLE, AND “OFFICIAL SIGNS” FROM A-Z!



OFFICIAL RULES AND GUIDELINES:

Note: Photos will NOT be returned.

PRIZES AND SWEEPSTAKES

BIKE SWEEPSTAKES:

- **NEW FOR 2012!** Spell out the word SWITCHBACK (one ‘c’ is sufficient) by using photos from the City/Village/Town/Township/Municipality and the County/Parish/District columns for one sweepstakes entry into a drawing for a 2013 Harley-Davidson Switchback motorcycle. Visit the Take Part section of members.hog.com for a complete set of Official Sweepstakes Rules or contact H.O.G.® at 1-800-CLUBHOG (1-800-258-2464).

PRIZES:

- **5 TO 25 POINTS** – ABCs pin, patch, and decal
- **26 TO 51 POINTS** – ABCs pin, patch, decal, challenge coin, and one additional entry into the Bike Sweepstakes (if you meet the sweepstakes requirements).
- **52 TO 77 POINTS** – ABCs pin, patch, decal, challenge coin, and two additional entries into the Bike Sweepstakes (if you meet the sweepstakes requirements).
- **78 POINTS OR MORE** – ABCs pin, patch, decal, challenge coin, framed *HOG* magazine cover personalized with your photo, three additional entries into the Bike Sweepstakes (if you meet the sweepstakes requirements), plus one entry into a separate sweepstakes (“Trip Sweepstakes”) to win a trip for two to Milwaukee – details and the official rules will be determined and announced at a later date.

PARTICIPATION

- Any Full or Associate H.O.G. member from the U.S. or Canada may enter. Entries must be submitted individually. Multiple entries cannot be combined on one entry form.
- Only one 2012 ABCs of Touring entry per H.O.G. member.
- **All photos submitted become the property of Harley-Davidson Motor Company. Photos, along with participant’s name, may be used in publications, promotions, and other Company purposes. Submitted photos will not be returned.**
- In the interest of fairness, no exceptions will be made to the Guidelines.
- Individuals participate at their own risk. Do not break the law or endanger yourself or others when taking photos.

PHOTO FORMATS

Regardless of how pictures are taken, only prints or photos printed from a computer printer may be submitted. Slides and digital photo files will not be accepted.

NOTE: Images must be clear and names/signs must be legible in submitted prints. Prints that are blurred, fuzzy, illegible, or unrecognizable will not receive points. Photos may be used for multiple categories as long as a duplicate photo for each category is submitted.

PHOTO ELEMENTS

- Your Harley-Davidson motorcycle must be in each photo. A Harley-Davidson® Authorized Rental motorcycle is also acceptable.
- The cover of a 2012 *HOG*® magazine or the 2012 H.O.G. *Touring Handbook* must be clearly identifiable in each photo. Visit the Take Part section of members.hog.com to download a printable version of the *HOG* magazine cover and start your ABCs adventure today.
- You, the entrant, must be in at least six of the photos.
- An “official sign” must be in each photo. An official sign is defined as:
 - A government building with the name of the city, village, town, county, state, territory, or country on it. An example of a government building are a post office, city hall, or police station. Examples of items that WOULD NOT count as a government building are libraries, vehicles, schools, water towers, and museums.
 - An authorized Harley-Davidson dealership may be used to designate a city, state, or province, plus it may be used to obtain up to 10 H-D® Dealer points. Photos of the dealership must include the dealership building with the name of the dealership on it. The first letter of the

actual city where the dealership is physically located is the letter for which you will receive a point. For example, Harley-Davidson of Charlotte is physically located in Matthews, NC so you would receive credit for the letter “M” for a photo of that dealership. For photos of dealerships, the name of the city and state of the dealership must be written on the back of the photo.

- A sign posted by a government body that is physically located within the boundary of the place it identifies. Mileage markers and directional signs do not qualify.

HOW DO I EARN POINTS?

- One point for each city, village, town, township, or municipality sign from A-Z. Only one point per letter. (26 points maximum)
- One point for each county, parish, or district sign from A-Z. The word “county,” “parish,” or “district,” or the abbreviation equivalent, must be on the sign as well as the name. Only one point per letter. (26 points maximum)
- One point for each U.S. state. The name of the state or abbreviation equivalent must appear on the sign. Only one point per state. (50 points maximum)
- One point for each country. The name of the country or abbreviation equivalent must appear on the sign. Only one point per country.
- One point for each Canadian province and territory. The name of the province or territory, or abbreviation equivalent, must appear on the sign. Only one point per province and territory. (13 points maximum)
- One point for each U.S. National Forest sign. The name of the forest as well as the words “National Forest” must appear on the sign. Only one point per National Forest. (5 points maximum)
- One point for each unique Harley-Davidson dealer. (10 points maximum) Dealer photos used for city, state, and province points may be used. However, a separate photo must be submitted for each point.
- One point for each U.S. National Park Service (NPS) managed site and for each National Park or Provincial Park in Canada. The NPS logo with name and/or the name of the park, historic site, lakeshore, monument, etc. as well as the words “National” or “Provincial” must appear on the sign. For parks, check out nps.gov for U.S. and pc.gc.ca for Canada. (5 points maximum)
- National, State, and Provincial/Regional Rallies as listed below. The rally photo must clearly show you (the entrant) and an official rally banner or a national Harley-Davidson staff member. National, state, and provincial/regional rally banners may not always be accessible with your motorcycle. In that case a photo of you, the entrant, at the location and holding a 2012 *HOG* magazine or the 2012 H.O.G. *Touring Handbook* will be accepted. This is the only situation that does not require your motorcycle in the picture.
 - Two points for each 2012 International Rally (outside the U.S.) that is listed on members.hog.com as the National Rally for that country.
 - One point for each 2012 U.S. State H.O.G. Rally or Canadian Provincial/Regional H.O.G. Rally listed on members.hog.com.
- Points as listed below for each of the following Harley-Davidson Motor Company facilities. (7 points maximum)
 - One point for Juneau Avenue Headquarters in Milwaukee, WI
 - One point for Pilgrim Road Operations in Menomonee Falls, WI
 - One point for York Vehicle Operations in York, PA
 - One point for Kansas City Operations in Kansas City, MO
 - One point for Tomahawk Operations in Tomahawk, WI
 - Two points for Harley-Davidson Museum in Milwaukee, WI

SUBMITTING YOUR ENTRY

- Submissions must include the filled out 2012 ABCs of Touring Entry Form, which is available in the My Membership section of members.hog.com or on Page 17 of this Adventure Guide. The form can also be obtained by contacting the H.O.G. office at 1-800-CLUBHOG (1-800-258-2464), or stopping in at your local Harley-Davidson dealership.
- All photos should be unbound and not in a photo album.
- One photo must be included for each point for which you are submitting. Please bundle your photos in the same order in which they are written on the entry form. **Photos will NOT be returned.** All entries must be postmarked no later than December 31, 2012. Submit entries to:

**H.O.G. ABCs of Touring
3700 W. Juneau Ave.
Milwaukee, WI 53208**

Decisions of the judges are final.

CHAPTERS

JOINING A LOCAL H.O.G.® CHAPTER IS A GREAT WAY TO GET MORE FROM YOUR MEMBERSHIP. At a local chapter, you can make new friends, find people to ride with, participate in chapter activities, and have a lot of fun! Each chapter is sponsored by an authorized Harley-Davidson® dealership. Currently, there are more than 1,400 official H.O.G. chapters around the world. Contact your local dealership for information on joining a chapter. To find a dealer near you that sponsors a chapter, log on to members.hog.com and use the Chapter Locator or look for the H.O.G. logo next to a dealership name in your H.O.G. *Touring Handbook*.

NOTE: You must be a national H.O.G. member to join a local chapter.



H.O.G.® MILEAGE PROGRAM

AS IF RIDING YOUR HARLEY® ISN'T REWARD ENOUGH, H.O.G. GIVES YOU MORE REASONS: PINS AND PATCHES THAT SHOW OFF YOUR MILEAGE ACHIEVEMENTS, a.k.a. “bragging rights.”

To enroll, take your motorcycle to your local authorized Harley-Davidson dealership and have the dealer verify your odometer reading. The dealer will endorse a Mileage Program form for you. Send the endorsed form (Page 16) to H.O.G., and we'll send you an official Mileage Program pin and patch just for enrolling.

Your “official H.O.G. miles” will start adding up quickly. Awards begin at just 1,000 miles, with additional awards earned at 5,000 miles, 10,000 miles, and beyond. All just for the fun of riding your Harley-Davidson motorcycle!

1. Participation is offered exclusively to all active H.O.G. members.
2. Program includes only Harley-Davidson and Buell® motorcycles.
3. Enroll by completing the Mileage Program form on Page 16, available at your local Harley-Davidson dealership, in the My Membership section of members.hog.com, or by calling 1-800-CLUBHOG (1-800-258-2464).
4. Your VIN (Vehicle Identification Number) and current mileage must be on the form.
5. All forms must be endorsed by a Harley-Davidson dealer.
6. **IMPORTANT NOTE:** Each motorcycle must be enrolled prior to accumulating miles in the program.
7. Harley-Davidson® Authorized Rentals mileage may be credited by submitting a copy of the contract indicating mileage.

After enrolling, Mileage achievement pins and patches are earned by reaching the following levels:

MILES	KILOMETERS
1,000	1,610
5,000	8,050
10,000	16,100
25,000	40,250
40,000	64,400
60,000	96,600
80,000	128,800
100,000*	161,000*
125,000	201,250
150,000	241,500
175,000	281,750
200,000*	322,000*
250,000	402,500
300,000*	483,000*

* Special medallions and rockers, suitable for placement on your Harley-Davidson motorcycle, will be awarded for each 100,000-mile achievement. Awards continue beyond the 300,000-mile level at 50,000-mile increments.

NOTE: To convert kilometers to miles, divide kilometers by 1.61.

MILLION MILE MONDAY

IN 2011, WE CRANKED MILES LIKE NEVER BEFORE. In 2012, we're opening the throttle even more. Mark your calendar right now for June 25, 2012. There are no forms to fill



out, no fee to pay, and no excuses accepted. At the end of your ride, just log on to members.hog.com to register your mileage and download your Million Mile Monday certificate. The “virtual odometer” will roll up the miles as they are registered; one million, two million, three million, and more. Let the rest of the world go to work, see their therapists, or sit in traffic in their cages; we're going for a ride! For more information on Million Mile Monday (as it becomes available), visit members.hog.com. Mondays suck – so get your butt on your bike and let's ride!

RALLIES AND EVENTS

H.O.G. MEMBERS FROM ALL OVER THE WORLD ARE INVITED TO ATTEND H.O.G. EVENTS AND ACTIVITIES. From chapter gatherings, to pin stops, to state rallies, to national rallies, to international events – our events come in many types and sizes. Some events focus on riding while others focus on entertainment, but all offer a wonderful opportunity to get together with fellow H.O.G. members and have a great time!

GUEST POLICY

Some H.O.G. events and rallies are exclusive to H.O.G. members. Please refer to the Events section of members.hog.com for guest policy details. Refer to state rally materials for their guest policies and contact your local chapter regarding chapter events.

U.S. NATIONAL H.O.G. EVENTS

This year, H.O.G. will offer several VIP events, which will be open to members and guests. For more information – including how to register – on these and other national events that may be added throughout the year, please check out members.hog.com, *HOG*® magazine, and H.O.G. *Insider* E-newsletter.

PIN STOPS

H.O.G. members can pick up a free commemorative pin and chat with Harley-Davidson staff at select motorcycle events. You must be a national H.O.G. member and personally visit our pin distribution area during the stated hours. Please refer to the Events section of members.hog.com or call the H.O.G. office at 1-800-CLUBHOG (1-800-258-2464) for event-specific information.

U.S. STATE RALLIES

H.O.G. state rallies offer great reasons to ride and experience the United States. These events are created, planned, and implemented by local H.O.G. members under the management of the national H.O.G. office. Guest policies differ by state. Dates and phone numbers for information and registration are regularly listed in the Events section of members.hog.com.

INTERNATIONAL RALLIES

International rallies are held throughout the world. Registration is handled at the specified H.O.G. office for that region. Consult the Events section of members.hog.com for up-to-date information.

SAFE RIDER SKILLS PROGRAM

RECEIVE TUITION REIMBURSEMENT OF UP TO \$50 (IN THE FORM OF A H.O.G.® COUPON) FOR THE SUCCESSFUL COMPLETION OF AN ACCREDITED MOTORCYCLE SAFETY FOUNDATION (MSF) RIDER TRAINING COURSE, including Rider's Edge® courses in the United States. You will also receive a pin and patch featuring the "Safe Rider Skills" logo.



NOTE: Reimbursement does not cover the cost of training books, videos, etc.

OFFICIAL GUIDELINES

1. Reimbursement will be in the form of a H.O.G. coupon, which may be applied toward H.O.G. membership renewal, Authorized Rentals, H.O.G. National or State Rally requests, or H.O.G. and Genuine Harley-Davidson® merchandise.

2. You must be a current H.O.G. member on the date the course began and send the proper documentation within three months of the course completion date.
3. Limited to reimbursement for one course annually. Maximum: \$50.
4. Tuition reimbursement coupon and/or pin and patch can be obtained by submitting a completed form with a copy of both the course receipt and MSF card/certificate indicating successful completion of the course.
5. Forms are available on Page 18, at your local Harley-Davidson dealer, on members.hog.com, or by calling 1-800-CLUBHOG (1-800-258-2464).
6. Chapter recognition: After a minimum of 12 chapter members complete an accredited 2012 rider training course and submit the proper paperwork to H.O.G., a Safe Rider Skills plaque will be sent to the chapter's sponsoring dealer.

To find Harley-Davidson Rider's Edge course locations, visit ridersedge.com or call 800-588-2743. To locate MSF-endorsed courses, visit msf-usa.org or call 800-446-9227.

REWARDING PARTNERSHIPS

VIP PROGRAMS AND AMENITIES FROM TRUSTED FRIENDS OF H.O.G.® AND HARLEY-DAVIDSON.



HARLEY-DAVIDSON® INSURANCE

YOUR HARLEY-DAVIDSON® MOTORCYCLE IS UNIQUE AMONG MOTORCYCLES AND REQUIRES CAREFUL ATTENTION REGARDING INSURANCE. H.O.G.® membership gives you access to the motorcycle protection experts at Harley-Davidson Insurance who specialize in protecting your H-D® riding experience and can determine the coverage that best suits your needs at an affordable price.

Safe H.O.G. riders are smart H.O.G. riders! Harley-Davidson Insurance knows this – and offers discounts for H.O.G. membership,* as well as for successful completion of an approved Motorcycle Safety Course. Additional discounts may include being a homeowner, paying your policy premium in full, having a motorcycle endorsement on your license, or maintaining continuous motorcycle insurance. **Be sure to check out all of the discounts that may be available to you! Multiple discount eligibility varies with individual and by state – and can be up to 40% or more.**

Other optional coverage benefits to consider include:

- **\$3,000 ACCESSORY COVERAGE INCLUDED – NO DEPRECIATION:** You'll automatically have up to \$3,000 coverage for your custom parts and accessories, as well as the option to buy up to \$30,000 in additional accessory coverage.
- **GUARANTEED H-D® REPLACEMENT PARTS:** Get peace of mind with our Genuine H-D Parts Guarantee on H-D motorcycles at participating H-D dealerships.
- **TOTAL LOSS COVERAGE:** If your bike gets totaled in the first few years, we'll buy you a brand new one of the same make and model.
- **RENTAL BIKE COVERAGE:** Flying somewhere? With Rental Bike coverage, you can rent a Harley-Davidson motorcycle on your next vacation or trip and we will protect it with the same coverage as your Harley-Davidson motorcycle back home.

You can call Harley-Davidson Insurance with questions or to obtain a free, no obligation quote. It's just one more important benefit of your Harley-Davidson motorcycle ownership and of your H.O.G. Membership. Call before you take to the road again at 866-798-2848 (toll free within U.S.), Monday through Saturday 6AM-6PM (PT), Sunday 8AM-5PM (PT); or visit the website at h-dinsurance.com.

*Discounts may vary by state. Void where prohibited by law. Not available for purchase in Canada; however, claims coverage is provided in Canada for U.S. policyholders. Harley-Davidson Insurance is underwritten by Progressive Casualty Ins. Co. & affiliates. Discounts not available in all states or situations. \$3,000 custom accessory coverage included in most states with the purchase of comprehensive coverage. All coverage is subject to policy terms. Total loss replacement coverage is not available for all motorcycles and coverage selections and is available in most states.

HARLEY-DAVIDSON® AUTHORIZED RENTALS

H.O.G. MEMBERS HAVE ACCESS TO HARLEY-DAVIDSON RENTALS AROUND THE WORLD. More than 300 Authorized Rentals locations are available to you for your next adventure. Whether you're looking for a bike for a vacation, while your bike is in for service, or if you're just looking to try out a new model, Harley-Davidson Authorized Rentals has what you need!

YOUR AUTHORIZED RENTALS EXPERIENCE INCLUDES:

- Exclusive H.O.G./Authorized Rentals keepsake
- Your choice of a wide selection of models
- Free use of helmet and raingear
- 24/7 online reservation capability at participating dealers
- Reservations can also be made directly with the dealer
- Free short-term luggage storage
- Minimum age 21 at participating dealers
- Same-day and one-day reservations

For more information or to find participating worldwide Harley-Davidson Authorized Rental locations, visit h-drentals.com.

HARLEY-DAVIDSON MUSEUM®

A PILGRIMAGE FOR H.O.G. MEMBERS. The freedom, pride, and camaraderie of Harley-Davidson riders come alive at the Harley-Davidson Museum®, located on a breathtaking 20-acre site in downtown Milwaukee, Wisconsin. Interactive and amazing exhibits tell the stories of the extraordinary people, products, history, and culture of Harley-Davidson Motor Company.



BRING YOUR CHAPTER

H.O.G. chapters love our Group Tours. These unique tours will have chapter members talking about your Museum visit for years to come. Special rates are available for groups of 15 or more.

LEAVE YOUR MARK

Make your personal story a lasting part of the Harley-Davidson Museum through the Living the Legend Rivet Program. You can express your connection to Harley-Davidson through the creation of a permanent stainless steel rivet customized with your name and a statement all your own.

Visit h-dmuseum.com/livingthelegend for information on special pricing for H.O.G. members only.

BECOME A H.O.G. EXCLUSIVE MUSEUM MEMBER

The Harley-Davidson Museum offers a NEW Museum membership package that is for H.O.G. members only. No matter where you live, it offers access to unique events and information that allow you to experience Harley-Davidson in a whole new way! This exclusive \$50* one-year membership includes:

- Unlimited free admission to the Museum, and H.O.G. member recognition on your Museum membership card
- A H.O.G./Museum member patch – not available anywhere else – with a new rocker each renewal year
- A collectible limited-edition dog tag
- Special privileges and private invitations to rockin' Museum programs, events, and exhibits
- Members-only website content and e-mail news
- Special Member pricing and Personal Shopper Service at The Shop® and Online Art Shop
- Special Member pricing every time you eat at Motor® Bar & Restaurant and Café Racer
- The Backroad Chronicles, a pocket-sized guide to the Museum (new members only)

H.O.G. members may also choose a higher level of Museum membership and still receive H.O.G. exclusive benefits.

Check out h-dmuseum.com for information on group tours, membership, hours, and directions.

HARLEY-DAVIDSON MUSEUM
400 West Canal Street, Milwaukee, WI 53201
877-HD-MUSEUM or 877-436-8738

*Programs subject to change.

HARLEY-DAVIDSON® VISA SIGNATURE® CARD

(Available to qualified U.S. members currently residing in the United States)

THE HARLEY-DAVIDSON® VISA SIGNATURE® CARD IS NO ORDINARY CREDIT CARD. It has no annual fee¹ and comes fully loaded with exclusive benefits and faster rewards. You'll earn H-D® Genuine Rewards points up to 3X faster every time you use your card!² Turn Points into Harley Chrome® Cash that you can enjoy at any participating authorized H-D dealership in the U.S. for anything from MotorClothes® Apparel to service for your motorcycle.

For every \$1 of net purchases on your card, you'll earn:

- Three points at Harley-Davidson® dealerships³
- Two points at gas station, restaurant, bar and lodging merchants³
- One point everywhere else

Plus, H.O.G.® members can receive an exclusive offer of 3,000 Bonus Points AND \$10 Harley Chrome® Cash upon approval of the Harley-Davidson® Visa Signature® card or the Harley-Davidson® High Performance Visa® card.⁴ The only way to obtain this exclusive offer is to apply by calling: 1-877-742-4766, ext. 42098 or by visiting h-dvisa.com/hd42098. Apply today!

1. The APRs may vary and as of 1/1/12, the variable APR for Purchases and Balance Transfers is 13.99%-22.99% (based on your creditworthiness). The variable APR for Cash Advances is 23.99%. Cash Advance fee: 3% of each advance amount, \$10 minimum. Convenience Check fee: 3% of each check amount, \$5 minimum. Cash Equivalent fee: 4% of each cash amount, \$10 minimum. Balance Transfer fee: 3% of each transfer amount, \$5 minimum. There is a \$2 minimum finance charge where interest is due. The annual fee is \$0. Foreign Transaction fee: 2% of each foreign purchase transaction or foreign ATM advance transaction in U.S. Dollars. 3% of each foreign purchase transaction or foreign ATM advance transaction in a foreign currency.
 2. Harley-Davidson® Genuine Rewards points that are not redeemed expire three years from the date earned on December 31 of the expiration year, and Harley Chrome® Cash certificates expire 180 days after they are issued.
 3. U.S. Bank cannot control how merchants choose to classify their business and reserves the right to determine which purchases qualify. Fast food merchants may not qualify for additional bonus points.
 4. Subject to credit approval. If you do not meet our criteria for the Harley-Davidson® Visa Signature® card, your application may be processed for the Harley-Davidson® High Performance Visa® card. The High Performance card does not carry the same level of benefits as the Signature card. The creditor and issuer of your Harley-Davidson® Visa® card is U.S. Bank National Association ND, pursuant to a license from Visa U.S.A. Inc.
- ©H-D 2012. All rights reserved. Harley-Davidson, H-D, Harley, the Bar and Shield logo and Harley Chrome are among the trademarks of H-D Michigan, LLC.

AT&T WIRELESS

(Available only to U.S. full and full life members currently residing in the United States.)

WHETHER YOU ARE WITH YOUR FAMILY AT HOME OR YOUR H.O.G. FAMILY ON THE ROAD, STAYING CONNECTED CAN COST LESS WITH AT&T! FIND OUT HOW YOU CAN TAKE ADVANTAGE OF EXCLUSIVE OFFERS ON WIRELESS SERVICE FROM AT&T FOR ELIGIBLE H.O.G. MEMBERS!



U.S. full and full life members residing in the U.S. can save 17%* on qualified monthly service charges for qualified wireless rate plans just for being part of the H.O.G. family. Both new and existing AT&T customers can qualify for member pricing with proof of eligibility.

To get more details and to sign up, visit the Take Part section of members.hog.com. You will then be directed to your AT&T Premier Web page created just for H.O.G. members, which will contain all applicable terms, agreements and rate plan brochures, as well as eligibility requirements. **The only way to obtain this offer is to sign up for the program online at members.hog.com. Also, look for special Harley Owners Group®-specific program and equipment promotions coming throughout the year from AT&T.

NOTE: AT&T and its subsidiaries offer services directly to H.O.G. members. Harley-Davidson Motor Company and H.O.G. are not parties to any contract or agreement between these companies and H.O.G. members. Harley-Davidson Motor Company and H.O.G. are not responsible for or liable for any services offered by AT&T and do not make any representations or warranties regarding any AT&T services.

TERMS & CONDITIONS:

IMPORTANT INFORMATION: Limited-time offer. Requires a 2-year agreement on a qualified plan. Other conditions and restrictions apply. See contract and rate plan brochure for details. Coverage not available in all areas. Subscriber must live and have a mailing address within AT&T's owned wireless network coverage area. Purchase of additional equipment, services or features may be required. Not all features available on all devices or in all areas. Offer valid for qualified customers only. All H.O.G. members must purchase via the members.hog.com website. Offer not valid in other AT&T Sales Channels. **Early Termination Fee:** None if cancelled in the first 30 days, but up to \$35 restocking fee may apply to equipment returns; if cancelled after the first 30 days, thereafter up to \$325. **Monthly Discount:** Available upon enrollment to qualified full or full life H.O.G. members so long as AT&T and Harley-Davidson Motor Company maintain a qualified business agreement ("Business Agreement"). Discount subject to corresponding Business Agreement. After the initial 2-year term agreement if on monthly service, the discount may be interrupted and/or discontinued without notice to you. Discount applies only to the monthly service charge of qualified plans and not to any other charges. Minimum monthly

service charge per line for qualified plans and other requirements may apply for offer eligibility. Discounts may not be combined. Offer subject to change. Additional conditions and restrictions apply. ©2012 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.

BEST WESTERN RIDE REWARDS®

"RIDER-FRIENDLY® HOTEL" TAKES ON A WHOLE NEW MEANING WITH THE BEST WESTERN RIDE REWARDS PROGRAM. As a H.O.G. member you'll receive additional benefits:



- Attain Platinum Elite Status when you enroll in this exclusive, free program designed for H-D® enthusiasts just like you!
- Save a minimum 10% at all Best Western hotels in North America and Hawaii
- 15% bonus points on every stay
- Complimentary room upgrades, early check-in, and late check-out when available
- You can use your Ride Rewards points to renew your H.O.G. membership by calling 888-BW2BIKE (888-292-2453) or visiting bestwestern.com/hog.
- You'll also enjoy additional rider benefits such as a wipe-down towel at check-in and access to a cleaning station for your Harley® while you stay at one of the more than 1,200 Best Western Rider-Friendly® hotels throughout the U.S. and Canada (number of Rider-Friendly® properties may fluctuate throughout the year).

For complete program details, or to enroll in the program, or book a stay, visit bestwestern.com/hog or call 888-BW2BIKE (888-292-2453). If you are traveling with a group or need to reserve a block of rooms, please call Best Western's Harley-Davidson Group Reservation line at 866-ROOM4HD (866-766-6443).

NOTE: Each Best Western® branded hotel is individually owned and operated and offers services to H.O.G. members. Harley-Davidson Motor Company and H.O.G. are not parties to any rental agreements between these hotels and H.O.G. members. Harley-Davidson Motor Company and H.O.G. are not responsible for or liable for any services offered by Best Western branded hotels and do not make any representations or warranties regarding any services.

HARLEY-DAVIDSON DECK AT MILLER PARK

TWO MILWAUKEE TRADITIONS, THE MILWAUKEE BREWERS AND HARLEY-DAVIDSON, HAVE A UNIQUE PARTNERSHIP WITH SPECIAL TICKET OFFERS FOR H.O.G. MEMBERS.

The centerpiece of the partnership is the *Harley-Davidson Deck*, located in left-centerfield. This unique elevated seating area seats up to 42 guests and features actual Harley-Davidson motorcycles built into the design.

H.O.G. members enjoy special pricing and the opportunity to purchase tickets for the deck before they are offered to the general public. Depending on the game date, the deck tickets will be sold as group or individual tickets. Availability of individual and group tickets is limited.

H.O.G. members who are interested in buying tickets to enjoy a game on the *Harley-Davidson Deck* may purchase their tickets online – please visit members.hog.com for the link to purchase tickets. The pre-order period for H.O.G. members to purchase individual tickets will begin on January 6, 2012.

H.O.G. chapters, members, and dealers interested in purchasing all 42 seats on the deck should call the Milwaukee Brewers Group Sales Department at 414-902-GAME (4263). The pre-order period for H.O.G. members to purchase group tickets will begin on January 6, 2012.

Tickets for a game include motorcycle parking in a special location within sight of your seat on the deck, as well as a full buffet of ballpark favorite foods, including some of Milwaukee's best bratwurst.

All H.O.G. members and Harley-Davidson owners may enter Miller Park through Gate H-D, no matter where their seats are located. A H.O.G. card or H-D motorcycle key must be shown to enter through this gate.



H.O.G.® MILEAGE PROGRAM FORM

See Page 9 for program details.



Rider E-mail _____

First Name _____ Last Name _____

Street Address _____

City _____ State _____ ZIP _____

Home Phone Number _____ H.O.G. # _____
(Including Country Code)

Passenger E-mail _____

First Name _____ Last Name _____

Street Address _____

City _____ State _____ ZIP _____

Home Phone Number _____ H.O.G. # _____
(Including Country Code)

IMPORTANT NOTE: Each Harley-Davidson® motorcycle must be enrolled prior to accumulating miles in the program.
(VIN = Vehicle Identification Number)

FILL OUT THIS SECTION TO:

ENROLL (START IN THE MILEAGE PROGRAM) OR ADD ADDITIONAL BIKE(S) TO THE PROGRAM

VIN _____ Starting Odometer _____ Miles Kilometers

VIN _____ Starting Odometer _____ Miles Kilometers

FILL OUT THIS SECTION TO:

REPORT MILEAGE FOR ENROLLED BIKE(S) OR FOR BIKE(S) SOLD

VIN _____ Current Odometer _____ Miles Kilometers

VIN _____ Current Odometer _____ Miles Kilometers

VIN _____ Current Odometer _____ Miles Kilometers

NOTE: An entry should be made in both sections above to report a vehicle trade.

DEALER ENDORSEMENT (REQUIRED):

Dealer Name _____ Dealer # _____

Dealer Signature _____ Date _____

(I hereby certify that the information on this form is correct)

MAIL FORM TO: Harley Owners Group® – Mileage Program, P.O. Box 453, Milwaukee, WI 53201-0453
OR FAX FORM TO: 414-343-4515 PHONE: 1-800-CLUBHOG (1-800-258-2464)



ABCs OF TOURING FORM

See Page 8 for program details.



Member E-mail _____

First Name _____ Last Name _____

Street Address _____

City _____ State _____ ZIP _____

Phone Number _____ H.O.G. # (Including Country Code) _____

Total Points Submitted _____ Spelled SWITCHBACK Yes No

**City/Village/Town/Township/
Municipality (A-Z)**

- V _____
- W** _____
- A** _____
- B** _____
- C** _____
- D _____
- E _____
- F _____
- G _____
- H** _____
- I** _____
- J _____
- K** _____
- L _____
- M _____
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- O _____
- P _____
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- R _____
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- V _____
- W** _____
- X _____
- Y _____
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- 44 _____
- 45 _____
- 46 _____
- 47 _____
- 48 _____
- 49 _____
- 50 _____
- States**
- 1 _____
- 2 _____
- 3 _____
- 4 _____
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- County/Parish/District (A-Z)**
- A** _____
- B** _____
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- 49 _____
- 50 _____
- Canadian Province/Territory**
- 1 _____
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- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- National/Provincial Park**
- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- U.S. National Forest**
- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- Harley-Davidson Facilities**
- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- Harley-Davidson Museum**
- 1 _____
- Harley-Davidson Dealerships**
- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

- 7 _____
- 8 _____
- 9 _____
- 10 _____
- Country**
- 1 _____
- 2 _____
- 3 _____
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- 7 _____
- International H.O.G. Rally**
- 1 _____
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- 5 _____
- U.S. State/Canadian Provincial/
Canadian Regional H.O.G. Rally**
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