H.O.G.® OFFICER CONNECTION

Connecting officers to Harley-Davidson

A MESSAGE FROM YOUR ATLANTIC REGIONAL H.O.G.® DIRECTOR

Welcome to the October edition of the Atlantic Regional HOG® Director's Newsletter for 2026. Here we are in October our Chapter members have hopefully enjoyed an outstanding summer. I was fortunate enough to have two dealers, and two HOG® Chapter deliver two outstanding HOG® Rallies. The 16th Prairie Regional HOG® Rally in Winnipeg and the 27th Atlantic Regional HOG® Rally in St. John's Newfoundland. It was a pleasure to work with both Rally committees throughout the year as they worked out the rally plans. However, it was a bigger pleasure to attend the two rallies and meet so many of my HOG® family of friends and meet so many new ones. There's been lots of excitement with the new programs for our Canadian HOG® members in 2026. More ways to take part and get rewarded. I hope you were like me and tried to complete as many of the Rides that you could, if not there is a little time left to get out and enjoy a Fall Foliage ride. With winter just around the corner the riding season is quickly coming to an end so remind your members to make sure they get their closing mileage recorded for the RIDE365 program. I want to thank all my Chapters and members for all their help and support - you are all a real pleasure to work with, and I wish you all the best in 2027. I would like to take this opportunity to thank our Harley-Davidson® dealerships and their staff for their continued dedication to reinforcing the H-D brand. A big thank you to all HOG® Chapter Officers for everything that they do - your commitment and hard work continue to provide great experiences for your fellow HOG® members.



Keith Richard

Regional HOG® Director – Atlantic, Prairies and Eastern Ontario

Mobile (902) 401-1766

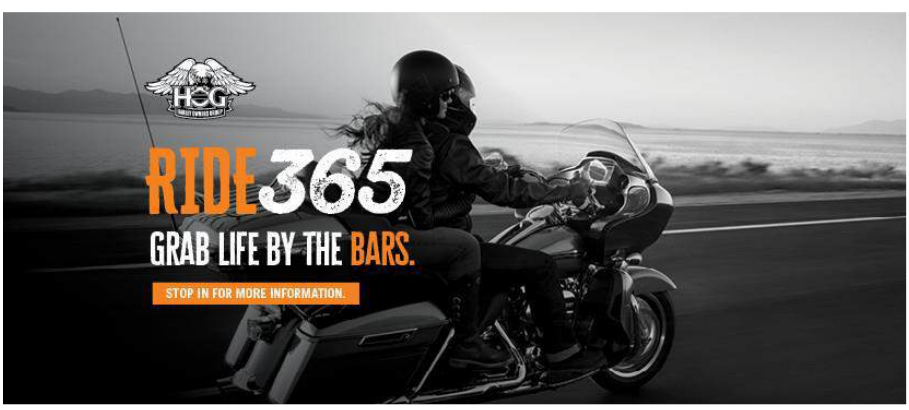
Highlights

Monthly HOG® Chapter Director's Meeting

I will be starting our monthly winter Chapter Directors meetings with Chapter Directors and some of their supporting Chapter Officers in November. I really enjoy our monthly video conferences and talks, updates and exchanging ideas, future plans and events together with all of you, even though it is virtually beneficial for everyone and it's just nice to keep a regular connection going over the winter. It's a great opportunity for me and everyone to meet and share our updates and ideas, plans over the winter to keep members engaged and their plans for the next riding season. In the meantime, you are all aware that I am available, as always, if needed and I will continue to keep you updated.

Chapter Officer Elections – It's that time of year again when the Chapters are holding their Chapter Officer Elections. I want to thank all the officers for their dedication and hard work and support for your members. A reminder to all to send me your officer updates and more importantly to your dealer's HOG® Manager so that changes can be made to update their access to the HOG® resources and so I can update my Chapter contacts and my monthly meeting invitations. If there are any changes in positions during the year, be sure to send me the updated information as this allows me to keep my Chapter contacts up to date.

2026 *RIDE365* Updates - The ***RIDE365*** Chapter Challenge – 2026 mileage data will be collected and gather on December 31st, 2026. Chapters and members remember to get your closing mileage into your dealer before then. Think of ***Ride365*** as a contest and you must enter by having your starting mileage recorded at the beginning of your riding season and closed at the end of your riding season. **Please note** – you cannot have your starting mileage and closing mileage recorded on the same day. If you do, your entry will not be valid for the ***Ride365*** program. When the time comes to put away our motorcycles for the winter, don't forget to visit your dealership and have your closing mileage recorded before December 31, 2026, when the contest closes for 2026.



Anniversary or Milestone – If your Chapter will be celebrating an important anniversary or milestone in 2027, be sure to let me know so I can extend the recognition you deserve. In 2027 I have 4 Chapters that will be celebrating Anniversaries and they are listed below:

#9983 - FREEDOM CHAPTER OTTAWA ONTARIO CANADA- Celebrating 25 years (started Nov 2002)

#9004 - NEWFOUNDLAND CHAPTER CANADA -Celebrating 40 years (Started Jan 1987)
#9010 - CENTRAL CHAPTER NOVA SCOTIA CANADA – Celebrating 40 years(started Jan 1987)
#9014 - MONCTON CHAPTER NB CANADA -Celebrating 40 years (started Sept 1987)

Congratulations to all Chapters and all their current and past members throughout the years.



Roadside Assistance

Membership in the Harley Owners Group® carries many benefits, and one of the most popular is our Roadside Assistance program which provides members with the security and peace of mind knowing that help is only a phone call away if they run into trouble on the road. In 2025 it was updated, and towing coverage is included with every Full and Life HOG® membership.

Here's what's included:

- Coverage for 2 Harley-Davidson® motorcycles
- Up to 52 service events per year
- Towing and roadside costs fully covered

Members needing Roadside Assistance can call 1-888-443-5896, 24 hours a day, 365 days a year.

I encourage all members to create their own online profile on the HOG® members website and take advantage of the benefits and information on the newly revised site.

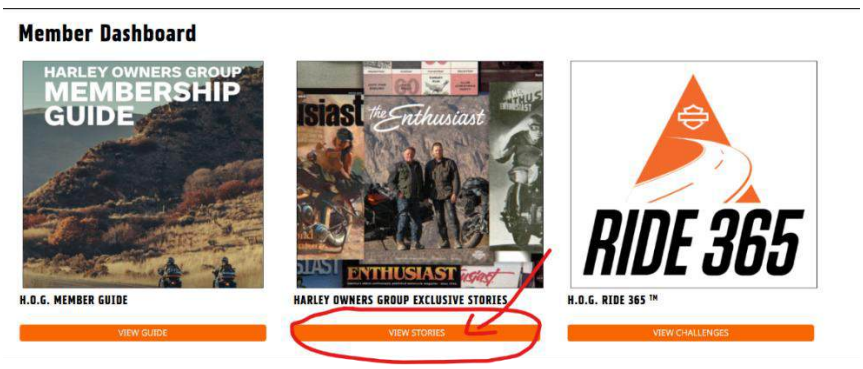
Membership Benefits – As stated earlier the team at Harley-Davidson® Canada continue to investigate new partners for our loyalty program. Rather than expanding on all the current offers, I encourage you to login in and check out the HOG® Members benefits. I would also encourage all our HOG® members to like and follow the **Harley**

Owners Group– Canada Facebook page for stories, spotlights stories and more. Other benefits provided for our members are events like HOG® Member Check-in and Pin Stops. Harley-Davidson® Canada had one HOG® Check-in and Pin Stop in 2026. Stayed connected to see what's coming in 2027, you just might be pleased and surprised.





There have been some updates on the HOG® member's site. When the members sign in, they will find the members Dashboard with links to the HOG® members guide, the Harley Owners Group® Exclusive Stories and HOG® Ride365, HOG® Rallies, Roadside Assistance and Manage your Profile. Be sure to check it out.



Membership Inquiries – Have you experienced any issues with your membership? Perhaps missing a patch or pin, or even having issues trying to register for a HOG® Rally (which happened a lot this year)? If you have, your Harley Owners Group® Member Services is only a phone call away. If it's not something I can help you with, don't hesitate to call the members service at **1.800.CLUBHOG (1-800-258-2464) and have your membership number ready.**

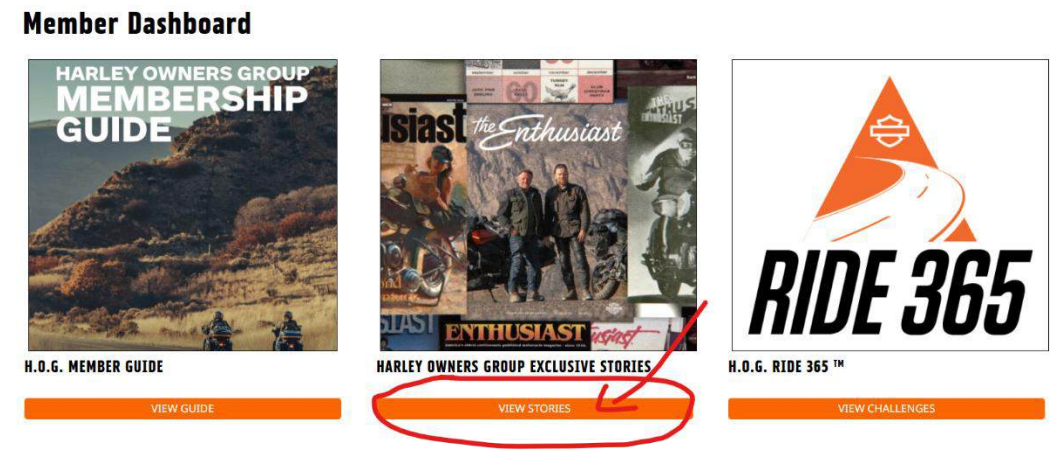
Chapter Officer Tips – I will continue to keep this list of tips in my newsletter as a reminder to all officers, especially our new officers - Are you looking to be a new Chapter Officer or thinking about volunteering as a Chapter Officer? Do you worry if you are doing the right things for your members? To ensure a stress-free experience, just follow these three simple rules: 1. Keep it simple. 2. Have fun. 3. Don't stress out about how things "used to be" or get hung up over "past history". 4. Meet often and work with you sponsoring Dealer as they are your partner and this relationship is a partnership that works both ways. Please support them and their events as they support you and your events to ensure success. Use resources like the *RIDE365* program to plan rides, encourage members to get out and ride on their own or in a group, and focus on a way to bring your members together for fun social gatherings rather than worrying about planning meetings or being overly formal. When in doubt,

refer to Rules 1 and 2. Even if you are not a new Officer, these are pretty good rules to live by. Don't forget I am here to help and assist you.

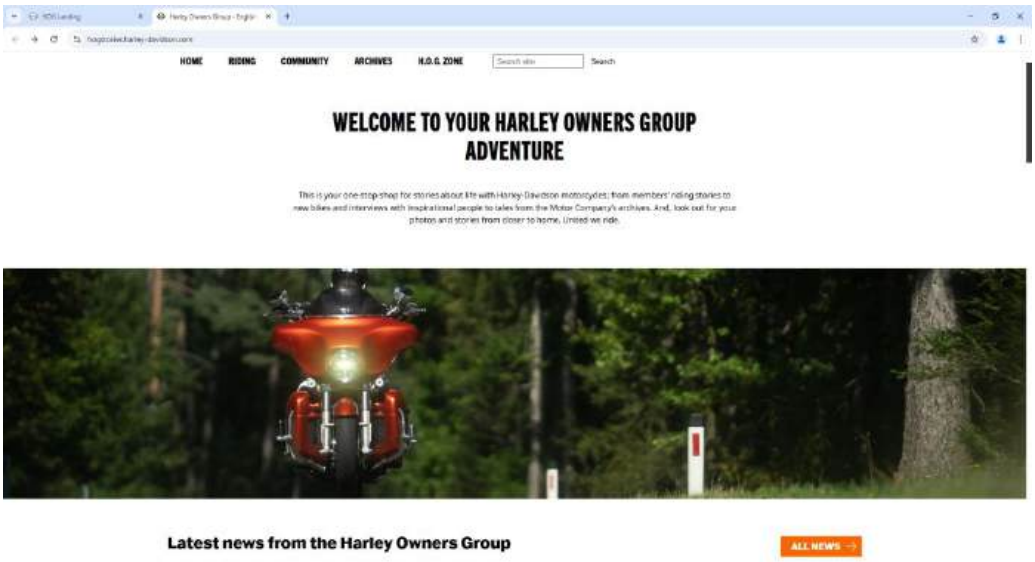
Important Chapter Officer Update- When you login and check your Officer resource page, you will find the latest revised copies of the Chapter Charter and Chapter Officer forms, Canadian version. You'll notice many of the sections are editable. We are listening to you.



NEW way to send your Adventure Story to HOG® - We have all enjoyed reading the adventure stories in the HOG® Magazine and the Enthusiast Magazine**.** Maybe it is your turn to share your adventure. When you take that adventure be sure to capture the story with your camera lens and submit your pictures along with the story of your adventure to HOG® magazine. Your story might just get shared in the magazine or in the Canada focused Digital Canadian HOG® Newsletter or even now on our new Canada Harley Owners Group® Facebook page and your story may get selected for a prize of a $100.00 gift card. **Reminder to the Chapters** - If your Chapter is out there doing something special in your community and I know you all are, or celebrating a milestone anniversary - capture it, write a story about what you are doing, get some pictures and send those stories in. I would ask that you include me in that email. Harley-Davidson® Canada is looking for stories like this that feature you and your Chapters in your communities. Do you have a great story to tell about your experience as a HOG® Member in Canada? We'd like to hear YOUR stories! We have a new way for members to submit the stories and photos. After logging into the HOG members site select **"View Stories"** from the new members Dashboard.

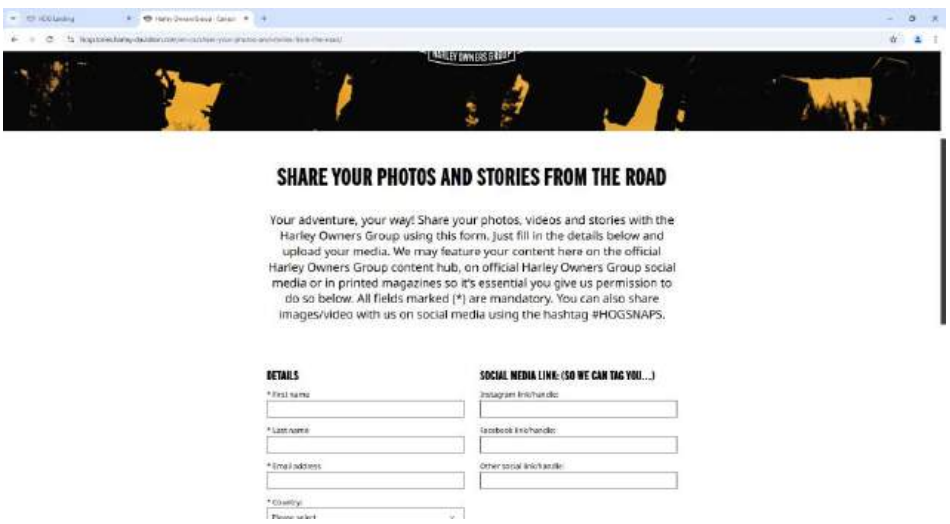


See next screen shot "Welcome to Your Harley Owners Group Adventure"



Scroll down to “Share your stories and Photos from the Road > **Click Submit**

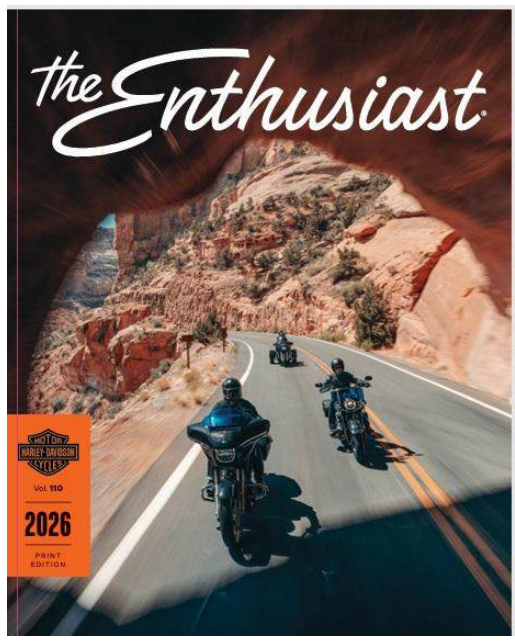
- It will ask you for your Last Name and Membership number and then link you to the page to complete the details and submit



Is it time to renew your membership? Did you know we are now offering an auto renew option for your membership and if you choose that option, you will receive a free T-shirt. We thank you for your patience and understanding for the past delays getting these shirts out. I continue to state, if you have an issue with HOG® or any of the programs, let me know and I’m on it.



The **2026 Enthusiast Magazine**, filled with stories, spotlights and a whole lot more including familiar faces 😊 has been released I hope you got your copy and are enjoying the stories, spotlights and articles.



2026 Canadian Regional HOG® Rallies

16th Prairie Regional HOG® Rally – July 30th – August 2nd 2026 – Hosted by Harley-Davidson Winnipeg and the Winnipeg HOG® Chapter. The "**Meet Us in the Middle",** HOG® rally was as advertised - a wonderful rally filled with Rides, music, games and a whole lot of FUN. Thank you to Dave and the Rally Committee, Daniel and all the staff at Harley-Davidson of Winnipeg and everyone that attended and made it a huge success.



27th Atlantic Regional HOG® Rally– August 6th- 8th 2026 – Hosted by Rugged Rock Harley-Davidson St. John's NFLD and the Newfoundland HOG® Chapter was also as advertised **-** a wonderful rally filled with rides, music, games and a whole lot of FUN. Thank you to Patrick and the Rally Committee, Burt and Sean and all the staff at Rugged Rock Harley-Davidson and everyone that attended and made it a huge success.



More on Canadian Regional HOG® Rallies and what coming in 2027

Perhaps your HOG® Chapter and your Harley-Davidson® Dealership have been thinking about hosting a rally in your region or wonder what it takes to host this event and want more details. It's a great chance to showcase your Chapter, your Dealership, and the great region where you are from. We here at Harley-Davidson® Canada are always looking for Rally hosts and we try to plan two years ahead which gives you lots of time to gather details and start planning your rally, but it can certainly be done in less time. If that sounds like something you and your Chapter are interested in, speak to your dealership and contact your Regional HOG® Director for more details and to get the process started. We are here to help guide you throughout the process from start to finish.

Canadian Rallies coming in 2027

Eastern Canada Regional HOG® Rally – July 8th-10th , 2027
Rimouski QC

19th Western Regional HOG® Rally - July 30th – August 1st , 2027
Langley BC

Stay tuned for registration details

HOG® Merchandise – I thought I would remind you that we have a Canadian HOG® merchandise supplier. It is set up for Chapter Orders of the products, and all items have minimum quantities when ordering.

Canadian HOG® Supplier - Genumark is the company – Hyla Hauer is our contact - hhauer@genumark.com

They do NOT do the HOG® Rockers and patches

Here is the HOG® Chapter store link: Genumark HOG Store

Hyla is our contact and can be contacted for questions regarding their products. If there is something you don't see on their site, she can be contacted to perhaps customize something with your Chapter logo.

We also have our usual HOG® merchandise supplier in the USA, Norscot. Please be advised that the HOG® Patches and Rockers are only available through Norscot.

USA HOG Supplier - Norscot - https://www.norscothogstore.com/

New for 2026 – The HOG® Chapter Recognition Program

HOG Chapters are all about bringing Harley-Davidson riders together to explore great roads, build community, and share the passion for riding. Strong chapters thrive when they're active, inclusive, and well-organized, and we want to celebrate those efforts!

That's where the **Chrome Chapter Recognition Program** comes in. This program highlights and rewards chapters that consistently demonstrate the key behaviors of a successful and healthy HOG Chapter.

How It Works
To earn the Chrome Chapter designation in 2027, chapters must meet all of the following criteria in the 2026 calendar year. If one requirement isn't met, there's still a chance to qualify by completing the Bonus Opportunity.

Requirements to Qualify:

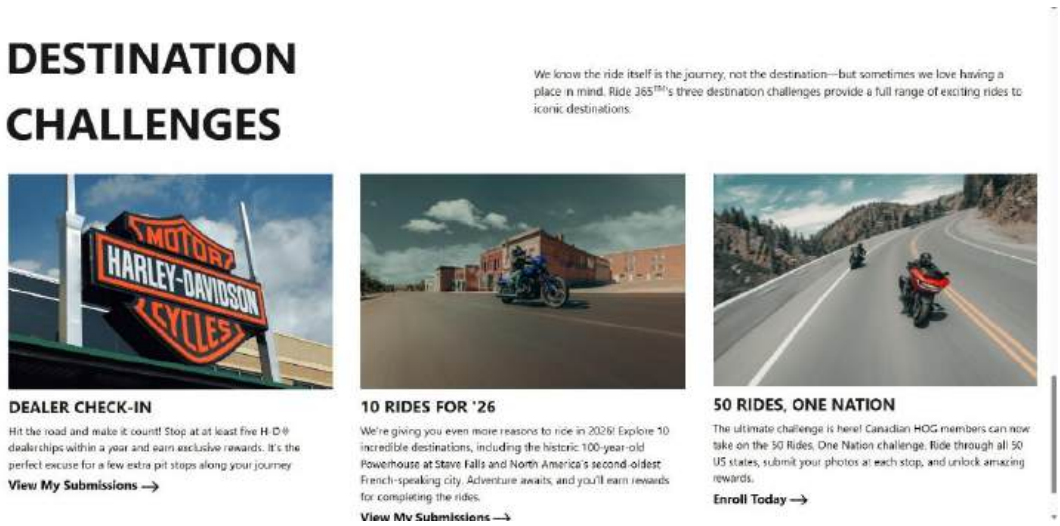
- **Minimum of 30 active members** in the Chapter as reflected in HOG System
- Submit an **Annual Action Plan** to your HOG Regional Director
- At least **50% of members must log 2 (two) or more mileage readings** during the year
- Have a defined process to welcome new Harley-Davidson motorcycle buyers at the dealership to introduce them to the HOG Chapter
- Offer free Chapter membership for the first year to new members
- Host at least 2 (two) rides or 2 (two) events specifically for new Harley-Davidson motorcycle buyers
- Maintain an active social media page (Instagram or Facebook)
- Ensure 100% of members complete the HOG Canada survey (to be sent in Q4 2026) **Bonus Opportunity:** At least 5 active members check in at a HOG Rally or Event.

Recognition & Rewards:

- Official designation as a Chrome Chapter for 2027
- A Chrome Chapter Flag to proudly display
- Chrome Chapter Patches for all members
- Recognition across HOG Canada communication channels

I have been meeting and working with my chapters who are participating in the program to hopefully achieve Chrome status. Keeping them updated on their Scorecards and their current status and remaining checkpoints.

New for 2026 - 10 Rides for 26 – I trust many members have participated in this new offering for our members to Ride any or all these 10 Provincial rides and follow the instructions and submit your entry and you'll get rewarded with your souvenir Coin. It has been something members have been asking for. Happy to report this program will return with a whole new set of rides to explore for 2027. (For 2027 details will be in your 2027 Membership guide due out in 2027)



New for 2026 - Dealer Check-in - Hit the road and make it count! Stop in at least five H-D® dealerships within a year and earn exclusive rewards. It's the perfect excuse for a few extra pit stops along your journey. I hope you have taken advantage of this program, and it will be returning in 2027 (login to review rules and details)



I hope you have enjoyed the Newsletter and updates. I want to thank you all again for your ongoing support. 2026 has been an exciting year for HOG® and our members. If Chapters or any of my dealers have something they wish to have posted in the quarterly newsletter, please feel free to email me with the information and details. If any of you have any questions/concerns about anything in the newsletter or just want to talk something over with me, feel free, I am just an email or phone call away. I am looking forward to working with all of you, both Chapters and dealerships the remainder of 2026 and in 2027 sharing good times, rides and adventures. It has been my pleasure, during the 2026 riding season to cross paths with many of our HOG® Canada members, especially during our Rally events and sharing good times and "Riding and Having FUN".

Stay safe and healthy,
"Ride Safe and Have Fun"

Keith Richard
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RIDE.