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HOW WE ROLL

YOUR 2011
H.O.G.®
BENEFITS
GUIDE



HARLEY OWNERS GROUP®

P.O. BOX 453, 3700 WEST JUNEAU AVENUE, MILWAUKEE, WISCONSIN 53201 USA

1-800-CLUBHOG (1-800-258-2464) OR 414-343-4896 (OUTSIDE THE U.S.)

FAX 414-343-4515 MEMBERS.HOG.COM

UNITED STATES



MORE OPTIONS MORE VALUE



Being a member of Harley Owners Group® gives you unparalleled access to a whole world of choice benefits. With more opportunities to take part in exciting events. More great money-saving benefits, such as the **AT&T WIRELESS DISCOUNT,**

BEST WESTERN RIDE REWARDS®,
HARLEY-DAVIDSON® INSURANCE,
and **H.O.G.® ROADSIDE ASSISTANCE.**

More destination choices for the **H.O.G.® FLY & RIDE** program.

A subscription to **HOG® MAGAZINE.** And the satisfaction of knowing you'll never have to ride alone – even when you hit the road solo.

With all this and more included with your membership, there's never been a better time to be a member of the world's largest factory-sponsored motorcycle club.



RIDE HARD

HARLEY-DAVIDSON® INSURANCE* (PAGE 18)

RIDE WITH SECURITY. With Harley-Davidson® Insurance on your side, you find the coverage you need from a name you know and trust. We know motorcycles and the best way to cover them. We want to get you road-ready the best way we know how: with great rates and even better coverage. Money-saving discounts may apply for being a H.O.G. member, passing a safety course, having your motorcycle endorsement on your license, owning a home, and paying your policy premium in full.

H.O.G.® MILEAGE PROGRAM (PAGE 20)

RIDE FAR. Start earning pins and patches by racking up the miles on your Harley-Davidson® motorcycle – 1,000 miles is all it takes. But first, start by signing up.

MILLION MILE MONDAY (PAGE 24)

RIDE FOR A REASON. This year will be our biggest Monday yet. Not just because of the all of the miles we'll ride, but also because we're inviting the rest of the motorcycle community to join us. So get your friends, neighbors, loved ones – anyone who rides, any kind of motorcycle – to join us on Monday, June 27, 2011 for the biggest Monday of their life!

ROADSIDE ASSISTANCE* (PAGE 21)

RIDE SMART. Know how to use H.O.G. Roadside Assistance, before you need it, for extra peace of mind. As a full or full life member you're automatically covered with the H.O.G. Roadside Assistance Standard Package at no additional cost for a one-time coverage up to \$100. Finally, know you can upgrade to a higher level of coverage that best suits your lifestyle and your wallet.

SAFE RIDER SKILLS PROGRAM (PAGE 26)

RIDE SAFE. Complete a course meeting H.O.G. program requirements (such as Rider's Edge®), and H.O.G. will reimburse you up to \$50 for the cost of tuition in the form of a coupon.

*Discounts may not be available in every state.

BROADEN YOUR HORIZONS



ABCs OF TOURING (PAGE 15)

Make any ride more meaningful by earning points and winning prizes for documenting your travels with photos. Just keep a camera and a 2011 edition of *HOG*® magazine or the 2011 H.O.G. *Touring Handbook* with you wherever you ride, and seek out “official signs.”

BEST WESTERN RIDE REWARDS® (PAGE 14)

Enjoy king of the road treatment with Best Western. Join Best Western Ride Rewards®, the exclusive free rewards program designed just for Harley-Davidson enthusiasts. H.O.G. members receive additional amenities such as Platinum Elite status when you enroll in this exclusive, free program, 15% bonus points, complimentary upgrades, plus 10% off room rates.

H.O.G.® EVENTS (PAGE 25)

A great way to take part in Harley Owners Group® – from local chapter rides, to pin stops, to state H.O.G. rallies, to the U.S. National Rallies and other exciting international events.

H.O.G.® FLY & RIDE* (PAGE 19)

Now available through the Harley-Davidson® Authorized Rentals program – many more great destinations, a wider selection of models, increased availability, 24/7 online reservations at participating dealers, and much more!

MOTORCYCLE SHIPPING (PAGE 24)

Ship your motorcycle to other parts of the country or across the sea at members-only rates.

HOG® MAGAZINE* (PAGE 23) **NEW FIVE ISSUES PER YEAR!**

Full and full life members receive a subscription to this full-color publication. Packed with riding stories, product info, H.O.G. news, member stories, and more, it has quickly become one of the premier magazines in the motorcycle industry.

AT&T WIRELESS DISCOUNT^ (PAGE 13)

Take advantage of the discount being offered by AT&T to full and full life H.O.G.® members residing in the United States. Members can receive a 17% discount^^ on their monthly service charge of qualified plans just for being part of the H.O.G. family. Also, look for special Harley Owners Group®-specific program and equipment promotions coming throughout the year from AT&T. Offer good for *new and existing* AT&T customers. Please see Pages 13-14 for additional terms and conditions.

STAY CONNECTED

MEMBERS.HOG.COM (PAGE 24)

Log on frequently to this members-only website to view the latest H.O.G. news, keep your membership up to date, plan your riding season, purchase H.O.G. merchandise, download forms, look up member benefit details, and more.

CHAPTERS (PAGE 17)

Join a local chapter (sponsored by an authorized Harley-Davidson dealership), and open the door to a whole range of riding events and experiences.

LADIES OF HARLEY® (LOH) (PAGE 23)

Special recognition just for female H.O.G. members.

MEMBER SERVICES CENTER (PAGE 24)

A helpful and convenient toll-free Member Services Center staffed by H.O.G. benefit experts.

* Available to full and full life members only.

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

^^ \$36 per line Enrollment Fee may apply when enrolling your current account to take advantage of discounts.



H.O.G.® PATCHES AND PINS (PAGE 20)

You'll receive the H.O.G. pin and embroidered H.O.G. patch when you join Harley Owners Group.® Each year that you renew, you'll be sent the annual patch and pin "year rocker." Members who reach 10 and 25 years of consecutive membership will be sent a patch to mark those anniversaries. If you become a full or associate life member, you will also receive a Life Member patch and pin.

GET YOURS

H.O.G.® TOURING HANDBOOK* (PAGE 23)

Our take-along rider's guide fits in your saddlebag – a must-have for Harley® riders! The *Touring Handbook* features updated road maps spotting Harley-Davidson dealers, plus a directory that lists Harley-Davidson dealer addresses and services, travel info, and more across the U.S., Canada, and Latin America.

H.O.G.® MERCHANDISE (PAGE 20)

Patches, pins, and T-shirts are only the beginning! Discover the full range of H.O.G. merchandise by visiting the online store at members.hog.com.

THEFT REWARD PROGRAM* (PAGE 27)

Get a \$1,000 reward for information that helps law enforcement arrest and convict someone of stealing a full or full life member's motorcycle.

*Available to full and full life members only.

TYPES OF MEMBERSHIP

ANYONE WHO MEETS THE FOLLOWING REQUIREMENTS 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.

H.O.G.® BENEFITS CHART

	FULL MEMBER	ASSOCIATE MEMBER	FULL LIFE MEMBER	ASSOCIATE LIFE MEMBER
Membership Card	•	•	•	•
Embroidered H.O.G. Patch	•	•	•	•
Bronze H.O.G. Pin	•	•	•	•
ABCs of Touring	•	•	•	•
* ^ AT&T Wireless Discount	•	•	•	•
* Best Western Ride Rewards®	•	•	•	•
* Chapters	•	•	•	•
* Events	•	•	•	•
* H.O.G.® Fly & Ride/H-D® Authorized Rentals	•	•	•	•
* Harley-Davidson Deck at Miller Park	•	•	•	•
* Harley-Davidson® Insurance	•	•	•	•
* Harley-Davidson Museum®	•	•	•	•
HOG® Magazine	•	•	•	•
* H.O.G. Merchandise	•	•	•	•
Ladies of Harley®	•	•	•	•
Life Member Patch and Pin	•	•	•	•
Member Services Center	•	•	•	•
members.hog.com	•	•	•	•
Mileage Program	•	•	•	•
Million Mile Monday	•	•	•	•
* Motorcycle Shipping	•	•	•	•
** Roadside Assistance Program	•	•	•	•
Safe Rider Skills Program	•	•	•	•
† 10- and 25-Year Member Recognition	•	•	•	•
Theft Reward	•	•	•	•
Touring Handbook	•	•	•	•

Benefits and services subject to change.

* Members are eligible to participate in program or may receive discounted rates. Additional fees apply. See appropriate section for more information.

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

† 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 BLOCKS.

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. Benefits 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 (see chart).

AT&T WIRELESS DISCOUNT

(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 BE A LITTLE CHEAPER! FIND OUT HOW YOU CAN TAKE ADVANTAGE OF THE AT&T DISCOUNT.



U.S. full and full life members residing in the U.S. can receive a **17% discount*** on your monthly service charge on qualified plans just for being part of the H.O.G. family. Both new and existing AT&T customers will qualify for the discount.

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 any eligibility requirements. ***The only way to obtain the discount 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.

Please see Page 14 for additional terms and conditions.

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.

Continued ...

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. 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. 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. **Unlimited Voice Services:** Unlimited voice services are provided primarily for live dialog between two individuals. No additional discounts are available with unlimited plan. **Offnet Usage:** If your minutes of use (including unlimited services) on other carriers' networks ("offnet usage") during any two consecutive months exceeds your offnet usage allowance, AT&T may at its option terminate your service, deny your continued use of other carriers' coverage, or change your plan to one imposing usage charges for offnet usage. Your offnet usage allowance is equal to the lesser of 750 minutes or 40% of the Anytime Minutes included with your plan (data offnet usage allowance is the lesser of 24 MB or 20% of the MB included with your plan for any one month period). **Data Plans:** An eligible data plan is required for certain devices, including designated smartphones. Eligible data plans cover data usage in the U.S. and do not cover international data usage and charges. If it is determined that you are using a designated smartphone without an eligible data plan, AT&T reserves the right to add an eligible data plan to your account and bill you the appropriate monthly fee. **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 be required for discount eligibility. Discounts may not be combined. Offer subject to change. Additional conditions and restrictions apply. ©2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

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 www.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 1,400 U.S. and 85 Canadian Best Western Rider-Friendly® hotels (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 www.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.

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!

One point for each:

- City, village, town, township, or municipality beginning with A-Z
- County, parish, or district beginning with A-Z
- U.S. state
- Canadian province/territory
- Country

And that's just the beginning! Additional points are awarded for select H.O.G.® rallies and events, Harley-Davidson facilities, National Parks and Forests, and more!

OFFICIAL RULES AND GUIDELINES:

1. Entries must be from a current H.O.G. member. If a full and an associate member both wish to enter, each member needs to submit a separate form with separate photos. Only prints are accepted at this time. We are unable to accept digital photos stored on CDs or slides. Digital cameras may still be used; however, **only legible prints will receive points.** A separate photo must be submitted for each point. Please put your unbound photos in the same order in which they are written on the form. A minimum of 26 photos must be submitted to qualify for prizes. Entries must include an official 2011 ABCs of Touring form, available at your local dealer, in the My Membership section of members.hog.com, or by contacting the H.O.G. office.

ALL OF THE FOLLOWING ELEMENTS MUST BE INCLUDED IN EACH PHOTO SUBMITTED:

- Your Harley-Davidson® motorcycle
 - The cover of a 2011 edition of *HOG®* magazine or 2011 H.O.G. *Touring Handbook*
 - You (the entrant) – in at least six different photos
 - An "official sign" as defined below
2. An "official sign" is:
 - A government building with the name of the city/village/town/county/state/territory or country on it, such as a post office or police station (libraries, vehicles, schools, water towers and museums do not qualify).
 - An authorized Harley-Davidson dealership may be used to designate a city and state (or province in Canada) only. However, the first letter of the actual city where the dealer is located is the letter for which you will be credited. (For example: a photo of "Harley-Davidson of Charlotte" would give you credit for the letter "M" because that dealership is located in Matthews, NC.) Photos in front of H-D dealers must have the name of the dealership appear in the photo, and the name of the city and state written on the back of the photo.
 - A sign posted by a government body, which lies within the boundaries of the place it identifies. (Mileage markers or directional signs are not allowed.)

Continued ...

3. The name of the dealership, village, city, town, state, country, etc. must appear legibly on the “official sign” in the photo to receive points. **Any illegible photos will not receive points.**
4. You must ride your Harley-Davidson motorcycle (Harley-Davidson® Authorized Rentals motorcycles are acceptable). Photos with motorcycles on trailers are not eligible.
5. **Photos must qualify as outlined previously to be eligible for points. Points are awarded as follows:**
 - One point for each city, village, town, township or municipality sign from A-Z. Limit one point per letter (maximum of 26 points).
 - One point for each county, parish or district sign from A-Z. The word county, parish or district (or abbreviation equivalent) must appear on the sign as well as the name. Limit one point per letter (maximum of 26 points).
 - One point for each state. The name of the state (or abbreviation equivalent) must appear on the sign (maximum of 50 points).
 - One point for each country. The name of the country (or abbreviation equivalent) must appear on the sign.
 - One point for each province/territory. The name of the province/territory (or abbreviation equivalent) must appear on the sign (maximum of 13 points).
 - One point for each National Forest sign. The name as well as “National Forest” must appear on the sign (maximum of 5 points).
 - One point for each U.S. National Park Service (NPS) managed site or National/Provincial Park/Site sign in Canada. The NPS logo with name, and/or the name of the park, historic site, lakeshore, monument, etc. as well as “National” or “Provincial” must appear on the sign. Check out www.nps.gov (U.S.) or www.pc.gc.ca (Canada) for ideas. (maximum of 5 points)
6. Rally photos as listed below must clearly show you (the entrant) and an official rally banner or a National H.O.G.® staff member*:
 - Two points for each 2011 International H.O.G. Rally (outside of the U.S.), listed as the “National Rally” for that country on members.hog.com.*
 - One point for each 2011 U.S. State or Canadian Provincial/Regional H.O.G. Rally published as a “State Rally” or “Provincial/Regional Rally” as listed on members.hog.com.*

* National, State or Provincial/Regional H.O.G. Rally banners may not be in a location accessible with your motorcycle. In this case, a photo of you (the entrant) holding a 2011 *HOG*® magazine or 2011 H.O.G. *Touring Handbook* will be accepted. This is the only situation that does not require your motorcycle in the picture.
7. One point for each of the following Harley-Davidson corporate facilities (does not include dealerships): Juneau Avenue and Pilgrim Road in Milwaukee, WI; Tomahawk, WI; York, PA; Kansas City, MO (maximum of 5 points).
8. Two points for the Harley-Davidson Museum® in Milwaukee, WI.
9. **The following prizes will be awarded:**
 - First place: \$500 H.O.G. gift certificate and ABCs of Touring plaque.**
 - Second place: \$250 H.O.G. gift certificate and ABCs of Touring plaque.**
 - Third place: \$100 H.O.G. gift certificate and ABCs of Touring plaque.**
 - Next 10 runners-up: ABCs of Touring plaque.**
 - 66 points: ABCs of Touring pin; patch; money clip; ABCs water bottle; plus a limited-edition ABCs of Touring medallion, with stand, to signify your exceptional achievement.
 - 56 points: ABCs of Touring pin; patch; money clip; plus an ABCs water bottle.
 - 46 points: ABCs of Touring pin; patch; plus an ABCs money clip.
 - 36 points: ABCs of Touring pin and patch.
 - 26 points: ABCs of Touring pin.

**Also includes above listed prizes through 66 points. Prizes subject to change.
10. H.O.G. would like to have an estimate of how many miles you rode to achieve your

2011 ABCs of Touring points. There will be a place on the ABCs of Touring form for you to provide this information.

11. Send entries to: ABCs of Touring, Harley Owners Group,® 3700 W. Juneau Ave, Milwaukee, WI USA 53208. The official 2011 ABCs of Touring form and your H.O.G. number, name, address and phone number must be included with your entry. All entries must be postmarked no later than December 31, 2011.
12. Names of top winners will be noted in the Take Part section of members.hog.com. All photos submitted will become property of Harley-Davidson Motor Company and may be used on members.hog.com. Unused photos will be returned.
13. IN THE INTEREST OF FAIRNESS, NO EXCEPTIONS WILL BE MADE TO THE PRECEDING RULES. In the event of a tie, a drawing will be held. Decision of the judges is 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.

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 will enjoy a discount off of the regular ticket price 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 December 13, 2010.

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 December 13, 2010.

Continued ...

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.

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:

CUSTOM ACCESSORY COVERAGE

- up to \$3,000 included with the purchase of comprehensive coverage
- with no deductibles and no depreciation
- option to purchase up to \$30,000 coverage

TOTAL LOSS REPLACEMENT COVERAGE

- fire, theft, or accident
- until bike is 3 years old
- MSRP paid for new model year bike of same type

TRIP INTERRUPTION

- Lodging, food, alternate transportation for a mechanical failure and/or breakdown

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. Call before you take to the road again at 866-895-4705 (toll free within U.S.), Monday through Saturday 6AM-6PM (PT), Sunday 8AM-5PM (PT); or visit the website at www.h-dinsurance.com.

*Discounts may vary by state. Void where prohibited by law. Not available in Canada. Trip Interruption Coverage requires the purchase of Roadside Assistance. Harley-Davidson Insurance is underwritten by Progressive Casualty Ins. Co. and its affiliates, Mayfield Village, OH.

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.



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. Discounted rates are available for groups of 15 or more.

BECOME A 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 email news
- 10% discount and Personal Shopper Service at The Shop® and Online Art Shop
- 10% discount every time you eat at Motor® Bar & Restaurant
- 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 www.h-dmuseum.com for information on group tours, membership, hours, and directions.

HARLEY-DAVIDSON MUSEUM

400 W. Canal Street Milwaukee, WI 53201
1-877-HD-MUSEUM or 1-877-436-8738

*Programs subject to change.

NEW! H.O.G.® FLY & RIDE AND H-D® AUTHORIZED RENTALS

H.O.G. FLY & RIDE PROGRAM AND HARLEY-DAVIDSON® AUTHORIZED RENTALS PROGRAM HAVE COMBINED TO OFFER H.O.G. MEMBERS GREATER ACCESS TO HARLEY-DAVIDSON RENTALS AROUND THE WORLD! This exciting change means that more than 300 Authorized Rentals locations are now available to you for your next adventure. It also means that you get to determine how long you'd like your rentals experience to be. So whether you're looking to rent one day or 10 days, H.O.G. Fly & Ride through Authorized Rentals has what you need!

YOUR H.O.G. FLY & RIDE THROUGH 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
- H.O.G. Member Services assistance
- 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 www.h-drentals.com.

H.O.G.® MERCHANDISE/REPLACEMENT PINS AND PATCHES

OFFICIAL H.O.G. MERCHANDISE MAY BE PURCHASED BY VISITING THE ONLINE STORE AT MEMBERS.HOG.COM (located in the Member-O-Bilia section), AT NATIONAL 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.® 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 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 covers only Harley-Davidson and Buell® motorcycles.
3. Enroll by completing a Mileage Program form 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.

H.O.G.® PROGRAM FORMS

FORMS FOR VARIOUS H.O.G. PROGRAMS AND ACTIVITIES ARE READILY 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).

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 SHOULD YOU BE 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. IF YOU’RE ON THE ROAD A LOT, YOUR BEST VALUE OFFERING THE MOST COVERAGE IS THE ULTRA PLUS PACKAGE.

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). **The toll-free number is on the back of your H.O.G. membership card.** Road America will send an authorized service provider 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.

Continued ...

For services over the \$100 per occurrence, per year limit, the member is 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), 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.

WHY UPGRADE FROM THE STANDARD ROADSIDE ASSISTANCE PACKAGE?

For a minimal fee, full and full life H.O.G. members may choose to MAXIMIZE their coverage to suit their needs by upgrading to one of the following options – all of which include towing to the nearest authorized Harley-Davidson dealership without limitation on the number of services per year. If you'd like added peace of mind, consider one of these three options:

DELUXE PACKAGE (OPTIONAL – ONLY \$19.95 per year)

The DELUXE PACKAGE adds the following benefits for up to two of your Harley-Davidson® motorcycles:

- Towing to the nearest authorized Harley-Davidson dealership without limitation on number of services per year. (Please note that authorized Harley-Davidson dealerships are not open 24/7.)
- “Sign and Ride” benefit (all covered towing/roadside assistance costs are covered in full).

If you are a full or full life H.O.G. member and would like to upgrade to this increased benefit level, please contact Road America to enroll. Certain restrictions and/or exclusions apply.

OR ULTRA PACKAGE (OPTIONAL – ONLY \$29.95 per year)

The ULTRA PACKAGE provides the same benefits as the Deluxe Package for up to two of your Harley-Davidson motorcycles, plus emergency travel expense reimbursement up to the \$1,000 maximum. You may qualify for the travel expense reimbursement if any of the following occurs: your covered motorcycle is disabled as a result of a mechanical breakdown of a warranty-covered component (still under the original Limited Warranty or Extended Service Plan) and is 100 miles or more away from your residence; or your covered motorcycle is disabled as a result of a collision, is 100 miles or more away from your residence and repair is delayed overnight due to the unavailability of required parts. Ask for full details when you sign up with Road America. Certain restrictions and/or exclusions apply.*

NOTE: Benefit limits for U.S. residents are in U.S. dollars (up to US\$1,000).

OR ULTRA PLUS PACKAGE (OPTIONAL – ONLY \$49.95 per year) BEST VALUE

The ULTRA PLUS PACKAGE has all the same protection and services of the Ultra Package for up to two of your Harley-Davidson motorcycles PLUS extended coverage on up to three additional ‘Covered Vehicles’ (automobiles and trucks up to 1-1/2 tons) for your family.

- Towing of your ‘Covered Vehicle’ to the closest authorized service facility (up to 35 miles).
- Service provided to replace the flat tire with a spare tire located with the disabled vehicle.
- Emergency supply of fuel, oil, fluid and water will be delivered if you are in immediate need – you must pay for fuel/fluid when delivered.
- If keys are locked inside of the ‘Covered Vehicle,’ assistance will be provided in gaining entry to the vehicle (cost of duplicate keys, parts, labor or delivery is not included).
- If a battery failure occurs to a ‘Covered Vehicle,’ assistance will be provided to either jump start the vehicle or tow the vehicle to the nearest authorized service facility (up to 35 miles).
- Extrication assistance.
- Certain restrictions and/or exclusions apply.*

*Emergency Travel Expense Reimbursement benefit is not available by law to residents of New York.

To request roadside assistance, contact Road America at 888-443-5896 (toll-free within the U.S. and Canada – this phone number is imprinted on the back of your membership card). For the hearing-impaired – TTY: 800-839-0347 or email paging: help@road-america.com.

To upgrade your roadside assistance, contact Road America at 866-209-8270, visit www.road-america.com/hog, or fill in the enclosed form (Page 31) and mail or fax to Road America.

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.

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.

HOG® MAGAZINE



NOW 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.

LADIES OF HARLEY®

LADIES OF HARLEY (LOH) OFFERS MEMBERS A SPECIAL EMBROIDERED PATCH AND PIN DURING THE FIRST YEAR OF MEMBERSHIP. Each renewal year, LOH members 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. Representatives are available 8AM-4:30PM (CT) Monday-Friday. Our automated system is available 24 hours a day, 365 days a year.

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 Pages 28-29.

MEMBERS.HOG.COM

THIS EXCLUSIVE H.O.G. MEMBERS-ONLY WEBSITE IS YOUR PRIMARY H.O.G. COMMUNICATIONS CENTER – WHERE H.O.G. DELIVERS NEWS FIRST! 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 email 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!

MILLION MILE MONDAY



NOBODY HAS MORE FUN ON THE LAST MONDAY IN JUNE THAN WE DO, AND 2011 WILL BE OUR BIGGEST YEAR YET. Not just because of all the miles we'll ride, but also because for the first time we're inviting the rest of the motorcycle community to join us. So get your friends, neighbors, loved ones –

anyone you know who rides, any kind of motorcycle – to join us on Monday, June 27, 2011 for the biggest Monday of their life.

The best part is that it's free – you don't even have to sign up. And how far you take it is totally up to you. Ride one mile or 100 miles – let the road tell you how far to go. Because every mile counts toward the total. After your ride, log on to members.hog.com to record your mileage and download a Certificate of Participation. Then watch the "virtual odometer" as it rolls toward one million, two million, three million ... and beyond.

Mondays suck – so get your butt on your bike and let's ride!

When: June 27, 2011

Where: Everywhere

For complete details on how to take part, log on to members.hog.com in Spring 2011.

MOTORCYCLE SHIPPING*

H.O.G. CAN PROVIDE YOU WITH TRANSPORTATION OPTIONS AVAILABLE TO SAFELY AND AFFORDABLY TRANSPORT YOUR HARLEY-DAVIDSON® MOTORCYCLE. Whether you are taking a riding vacation, attending a rally, or relocating, your bike can be shipped anywhere in the world, with foreign customs regulations taken care of as needed along the way.

*Available to full and full life members only.

SHIPPING WITHIN THE CONTINENTAL U.S. AND HAWAII

Federal Motorcycle Transport, an agent for Allied Van Lines, one of the leading transportation companies in America, offers discounted rates to full and full life H.O.G. members who need to ship their Harley-Davidson motorcycles. Federal Motorcycle Transport can ship your motorcycle (uncrated) anywhere within the continental U.S. and Hawaii (Honolulu). You will not have to incur additional charges for crating as Federal Motorcycle Transport, along with Allied Van Lines, has developed a safe method of shipping motorcycles uncrated. Contact Federal Motorcycle Transport for your next vacation, rally, or when buying and/or selling your motorcycle – they can help!

For information, rates, timetables, and other services available, call Federal Motorcycle Transport at 866-848-5089 (toll free within U.S.); 309-694-4500, ext. 2217 (outside U.S./local calls); fax 309-282-0438; or log on to www.funtransport.com. If you call, be sure to mention that you're a H.O.G. member, and their friendly, helpful agents will provide you with the special discounted rates designed especially for full and full life members of Harley Owners Group®. In addition, if you are shipping more than one motorcycle, be sure to ask for the multi-bike discounted rates.

OVERSEAS MOTORCYCLE SHIPPING

Motorcycle logistics specialist Claridon Motorcycle Logistics can arrange the transportation of your motorcycle to overseas locations. Whether you are taking a riding vacation, attending an international rally, or relocating, Claridon has a range of transportation systems designed to transport your Harley-Davidson motorcycle in a safe and cost-effective manner.

Claridon can arrange one-way or roundtrip transportation of your Harley-Davidson motorcycle and riding gear to your final destination, taking care of all U.S. and foreign customs regulations and procedures. Claridon operates both ocean and air freight services.

To arrange transportation of your Harley-Davidson motorcycle, and to inquire about the services and rates available to H.O.G. members, simply contact the H.O.G. Overseas Shipping Center at 888-212-5294 (toll free within U.S./Canada), +44-800-980-1612 (toll free outside U.S./Canada), email HOG@claridon.com, FAX +44-1375 656101, or book online at www.claridon.com/hog.

NOTE: The shipping companies are private firms offering services to H.O.G. members. Harley-Davidson Motor Company and H.O.G. are not parties to any contracts or agreements between the shipping 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 shipping companies and do not make any representations or warranties regarding any services.

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 – 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.

Continued ...

U.S. NATIONAL H.O.G. RALLIES

In 2011, National H.O.G. will have a touring rally in June, August, and September. These tours will offer great riding and unique experiences for all H.O.G.® members. Also 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 refer to members.hog.com and *HOG*® magazine.

PIN STOPS

H.O.G. members can pick up a free commemorative pin and chat with H.O.G. 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 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. 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.
2. 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.
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 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 2011 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 www.ridersedge.com or call 800-588-2743. To locate MSF-endorsed courses, visit www.msf-usa.org or call 800-446-9227.

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.



H.O.G.® DIRECTORY

MILWAUKEE H.O.G. OFFICE – HARLEY OWNERS GROUP®

P.O. Box 453, Milwaukee, WI 53201

(Call with questions concerning H.O.G. membership)

1-800-CLUBHOG (1-800-258-2464)

414-343-4896 (outside the U.S.)

Fax: 414-343-4515

TTY: 800-242-2464

Website: members.hog.com

H.O.G.® ROADSIDE ASSISTANCE PROGRAM

To request roadside assistance, call Road America at 888-443-5896 (toll-free within the U.S.)

For the hearing-impaired – TTY: 800-839-0347, or email paging: help@road-america.com

To upgrade your roadside assistance coverage, call Road America at 866-209-8270

(toll-free within the U.S.) or visit www.road-america.com/hog

BEST WESTERN RIDE REWARDS®

For complete program details, to enroll in the program, or book a stay:

visit www.bestwestern.com/hog or call 888-BW2BIKE (888-292-2453) (toll-free within the U.S.)

To reserve a block of rooms, please call Best Western's Harley-Davidson Group Reservation line at 866-ROOM4HD (866-766-6443)

H.O.G. MERCHANDISE, PINS, AND PATCHES

Norscot Group, Inc.

800-821-5580 (toll-free within the U.S.)

Fax: 262-241-4904

Website: members.hog.com (Member-0-Bilia section)

MOTORCYCLE SHIPPING

SHIPPING WITHIN CONTINENTAL U.S. AND HAWAII

Federal Motorcycle Transport 866-848-5089, (toll-free within the U.S.)

309-694-4500, ext. 2217 (outside the U.S. / local calls)

Fax: 309-282-0438

Website: www.funtransport.com

OVERSEAS SHIPPING

Claridon Motorcycle Logistics

888-212-5294 (toll-free within the U.S.)

+44-800-980-1612 (toll-free outside the U.S.)

Fax : +44 1375 656101

Email: HOG@claridon.com

Website: www.claridon.com/hog

HARLEY-DAVIDSON CUSTOMER SERVICE

414-343-4056

Fax: 414-343-8344

HARLEY-DAVIDSON DEALER LOCATOR SERVICE

Website: www.harley-davidson.com

HARLEY-DAVIDSON® INSURANCE

For information regarding motorcycle insurance and various discounts:

866-895-4705 (toll-free within the U.S.)

Website: www.h-dinsurance.com

HARLEY-DAVIDSON MOTOR COMPANY

P.O. Box 653, Milwaukee, WI 53201

414-342-4680

Website: www.harley-davidson.com

HARLEY-DAVIDSON MUSEUM®

400 W. Canal Street, Milwaukee, WI 53201

1-877-HD-MUSEUM or 1-877-436-8738

Website: www.h-dmuseum.com for hours and directions

MOTORCYCLE SAFETY FOUNDATION

To find the nearest class: 800-446-9227

Website: www.msf-usa.org

RIDER'S EDGE®

To find the nearest class: 800-588-2743

Website: www.ridersedge.com



H.O.G.® ROADSIDE ASSISTANCE ADDITIONAL COVERAGE APPLICATION

(FOR U.S. FULL AND FULL LIFE MEMBERS)

Get even more peace of mind from H.O.G. Roadside Assistance by upgrading your coverage. See Pages 21-23 for program details.

COVERAGE OPTIONS (PRICES IN U.S. DOLLARS)

Deluxe \$19.95/year or Ultra \$29.95/year or Ultra Plus \$49.95/year

MEMBER INFORMATION

First Name	M.I.	Last Name
Street Address		
City	State	ZIP
Home Phone Number	H.O.G. #	

COVERED HARLEY-DAVIDSON® MOTORCYCLES INFORMATION

Model	Color	Year
License Tag Number	Vehicle Identification Number	

Model	Color	Year
License Tag Number	Vehicle Identification Number	

COVERED VEHICLE* INFORMATION (ULTRA PLUS PACKAGE ONLY)

*Automobiles and trucks under 1-1/2 tons.

Model	Make	Color	Year
License Tag Number	Vehicle Identification Number		

Model	Make	Color	Year
License Tag Number	Vehicle Identification Number		

Model	Make	Color	Year
License Tag Number	Vehicle Identification Number		

METHOD OF PAYMENT

Check Enclosed VISA MasterCard Discover American Express
(Make Payable to Road America)

EASY RENEWAL PLAN! Please renew my Deluxe, Ultra, or Ultra Plus package on an annual basis to the credit card listed below.
(Credit card will be automatically debited 60 days prior to your renewal date.)

Credit Card Account Number

Expiration Date Signature Date

TO UPGRADE TO ROADSIDE ASSISTANCE COVERAGE

CALL: 866-209-8270 UPGRADE ONLINE: www.road-america.com/hog
FAX: 877-324-8911

MAIL: H.O.G. ROADSIDE ASSISTANCE PROGRAM – Road America Motor Club
7300 Corporate Center Drive, Suite 601, Miami, FL 33126

