

HOG RIDE 365 – Annual Mileage Recognition Program

Official Rules

NO PURCHASE NECESSARY TO ENTER OR TO CLAIM A PRIZE. THIS IS A SKILL-BASED CONTEST; THIS IS NOT A GAME OF CHANCE. WINNERS WILL BE CHOSEN BASED ON THE STATED CRITERIA.

OPEN ONLY TO HARLEY OWNERS GROUP™ MEMBERS OF CANADA.

INDIVIDUALS PARTICIPATE AT THEIR OWN RISK. ALWAYS RIDE SAFELY AND RESPONSIBLY.

SPONSOR: Harley-Davidson Canada Inc. (“Sponsor”), 675 Cochrane Drive, East Tower 6th floor Markham ON L3R 0B8.

OVERVIEW: Each new riding season brings excitement back to the road. Under the Annual Mileage Recognition Program (“Program”), track your annual miles with authorized Harley-Davidson® dealers to potentially earn badges, certificates, patches, coins, HOG Ride 365 Merch, and in-dealership coupons based on reaching a mileage milestone set forth in the table below.

ELIGIBILITY: To participate in the Program, at the time of entry, you must be (i) a legal Canadian resident 19 years of age or older; (ii) a full or passenger/associate Harley Owners Group (“HOG”) member; and (iii) have linked your HOG ID to your HOG account in the H-D app. Employees of Sponsor and its participating dealers and retailers, affiliates, sales representatives, distributors and promotional and other vendor agencies, their respective parent companies, affiliates, subsidiaries, service agencies, independent contractors involved in the promotion, and the immediate family (parent, spouse, including common law spouse, sibling, child, grandparent, grandchild, regardless of where they reside) and household members of all such employees, are NOT eligible. Program is subject to all federal, provincial, territorial, and local laws and regulations. Void where prohibited or restricted by law.

PROGRAM PERIOD: The Program begins on January 1, 2026, and ends at 11:59 p.m. Central Time on December 31, 2026 (“Program Period”). Entries submitted after the Program Period are not eligible.

GENERAL INSTRUCTIONS: To participate in the Program, HOG members will need to have the odometer of their motorcycles recorded at least two times in the Program Period at a participating H-D® dealership in Canada to determine their respective annual mileage – once on or after January 1, 2026, for an initial reading for the Program, and once on or before December 31, 2026, for the second reading. Please note that other H-D Ride 365 activities, such as Ride 365 Destination Challenges, require HOG members to enroll online at https://members.harley-davidson.com/en_CA/HOG/HDMN_Ride365. The mileage earned between January 1, 2026, and December 31, 2026, – based on the difference between the latest odometer reading in 2026 and the earliest odometer reading in the Program Period – will be used to calculate the total number of miles ridden for the Program. **PLEASE NOTE: No odometer reading at any**

location outside of participating H-D dealerships will be used in the Program. Sponsor reserves the right to disqualify or exclude any odometer readings that, in Sponsor’s sole determination and discretion, appear to be corrupted, altered, or otherwise irregular.

By participating in the Program, entrant agrees to indemnify and hold harmless Sponsor, participating dealers and retailers, affiliates, sales representatives, distributors and promotional and other vendor agencies, their respective parent companies, affiliates, subsidiaries, service agencies, independent contractors, and the officers, directors, employees, agents and representatives of any of the above organizations involved in this Program (the “Released Parties”) from any and all claims, damages, expenses, costs (including reasonable attorney fees) and liabilities (including settlements), resulting from or relating to entrant’s participation in the Program.

PRIZES: Subject to these Official Rules, the following prizes are available:

Mileage Milestones	Rewards
Minimum of 1,000 miles	Digital badge & \$10 in-dealership coupon
2,500 miles	Digital badge & \$15 in-dealership coupon
5,000 miles	Digital badge & \$25 in-dealership coupon
7,500 miles	Digital badge, certificate & \$35 in-dealership coupon
10,000 miles	Digital badge, certificate, patch, challenge coin & \$45 in-dealership coupon
15,000 miles	Digital badge, certificate, patch, challenge coin & \$55 in-dealership coupon
20,000 miles	Digital badge, certificate, patch, challenge coin, \$55 in-dealership coupon & Ride 365 tumbler
25,000 miles	Digital badge, certificate, patch, challenge coin, \$55 in-dealership coupon & Ride 365 hat
50,000 miles	Digital badge, certificate, patch, challenge coin, \$55 in-dealership coupon & Ride 365 backpack
75,000 miles	Digital badge, certificate, patch, challenge coin, \$55 in-dealership coupon & Ride 365 cooler
100,000 miles or more	Digital badge, certificate, patch, challenge coin, \$55 in-dealership coupon & Ride 365 wireless earbuds

ADDITIONAL TERMS AND CONDITIONS:

Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules. Taxes on prizes are the sole responsibility of the winner. Prizes and prize components are non-transferable, and no substitution or cash equivalent is allowed except in Sponsor’s sole discretion. Sponsor reserves the right to substitute prizes or prize components, for the same approximate retail value. Prizes consist only of items specifically listed herein. No other prizes are available. Additional terms may apply to the prizes, such as an expiration date on a coupon. All costs and expenses not specified herein, related to the prizes or participation in the

Program, including but not limited to delivery, installation, service activation fees, sales tax and other expenses incurred by accepting a prize, are the sole responsibility of the winner.

A winner may use in-dealership coupons toward the purchase of eligible goods and services at authorized, participating Canadian Harley-Davidson dealer locations. After the expiration date (if any) a winner will not be able to use the awarded in-dealership coupons.

Prizes are not cumulative. After the end of the Program Period, for an eligible HOG member that participates in the Program, Sponsor will determine the number of eligible miles to determine which, if any, Mileage Milestone the member has achieved. If the member has complied with these Official Rules and achieved a particular Milestone, Sponsor will award the prize that corresponds to that particular Milestone. Limit one (1) prize maximum per winner.

The Milestones begin at 1,000 miles, as set forth in the Prizes section. By way of example, a rider who achieves 15,000 miles during the Program Period, and fully complies with these Official Rules, will receive the stated prize for achieving such 15,000 miles only. These prizes will be awarded via mail by April 30, 2027 to a winner using his/her contact information associated with his/her HOG account. It is entrant's responsibility to make sure entrant's email address, home address, and other information are correct and on file with Sponsor through entrant's HOG account.

ENTRANTS' AGREEMENT TO ABIDE BY RULES: By entering or otherwise participating in the Program, entrant agrees that he/she has read, accepted, and will abide by these Official Rules and agree that any dispute with regard to the conduct of this Program, rule interpretation and application, the awarding or provisioning of prizes, or any other matter related to the Program, shall be submitted to Sponsor, whose decision shall be binding and final.

PUBLICITY RELEASE: Except where prohibited, participation in the Program constitutes entrant's consent that his or her name, likeness (or images if obtained or submitted as part of the Program), voice, and/or biographical data may be used by Sponsor and Sponsor's affiliates or designees for advertising and promotional purposes without limitation and without additional notice, compensation, or consent.

RELEASE OF LIABILITY: By participating in the Program, entrant agrees to, and does, release and hold harmless Released Parties from any injury, loss or damage to person, including death, or property due in-whole or in-part, directly or indirectly, to participation in any Program-related activity or participation in the Program. *PLEASE NOTE: INDIVIDUALS PARTICIPATE IN THIS PROGRAM AT THEIR OWN RISK. DO NOT BREAK THE LAW OR ENDANGER YOURSELF OR OTHERS.*

LIMITATION OF LIABILITY: The Released Parties are not responsible for, and each entrant, releases and holds harmless the Released Parties from and against any and all losses, damages, actions, demands, liabilities, or claims of whatever nature or kind arising out of, or in connection with, participation in this Program. Without limiting the generality of the foregoing,

the Released Parties will not be responsible for any typographical or other errors in the printing of this offer, the administration of the Program, in the announcement of prizes, including erroneous appearance of qualification for a prize, any entries or entrants disqualified for any of the reasons stated in these Official Rules, or any loss, damage, or claims caused by, or in any way related to, the Program itself. Sponsor and the Released Parties are not responsible for any injury or damage to any person's equipment resulting from or relating to participation in this Program or the use or downloading any material related to this Program. Sponsor and the other Released Parties assume no responsibility for software or program malfunctions or other errors, failures, delayed computer transactions or network connections, whether human, technical or otherwise in nature.

This Program is intended for viewing in the Canada and shall be construed and evaluated only according to Canada law (particularly as further set forth herein). Do not enter this Program if you are not located in Canada. **WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY COMPUTERIZED SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGE FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

DISPUTES REGARDING THE IDENTITY OF ENTRANT: Entries will be deemed made by the authorized HOG account holder at the time of entry/submissions. In the event of a dispute, entrant may be required to provide proof that he or she is the authorized holder of the identified HOG account.

CHANGES TO PROGRAM, RULES, ETC.: Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Program, or to amend these Official Rules at any time, without prior individual notice, should any factor interfere with the administration, security, or proper play of the Program as contemplated by these Official Rules, or for any other reason. If for any reason Sponsor is prevented from continuing with this Program, Sponsor shall have the right, in its sole discretion, but not the obligation, to award the prizes from among all eligible entries received to date. All entries are the property of Sponsor and are not returnable.

DISPUTES/CHOICE OF LAW: EXCEPT WHERE PROHIBITED, EACH ENTRANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROGRAM OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY AND EXCLUSIVELY BY A COMPETENT COURT SITUATED IN TORONTO, ONTARIO; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT ATTORNEYS' FEES; (3) NO PUNITIVE, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR OTHER DAMAGES, INCLUDING WITHOUT LIMITATION, LOST PROFITS, MAY BE AWARDED (COLLECTIVELY, "SPECIAL DAMAGES"); AND (4) ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM SPECIAL DAMAGES AND ALL RIGHTS TO HAVE SUCH DAMAGES MULTIPLIED OR INCREASED. ONTARIO LAW, WITHOUT REFERENCE TO CHOICE OF LAW RULES, GOVERNS THE PROGRAM AND ALL ASPECTS RELATED THERETO. The invalidity or unenforceability of any

provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

RULES GOVERN: The Program will be run in accordance with these Official Rules, also available at (https://members.harley-davidson.com/en_CA/HOG/HDMN_Ride365) which shall prevail, govern and control in the event of any inconsistency with any Program-related materials.

PRIVACY: Personally identifiable information that is submitted by entrants as part of this Program will be used to administer the Program, select prize winner and fulfill prize, and will be treated in accordance with Sponsor's privacy policy accessible at <https://www.harley-davidson.com/ca/en/footer/utility/privacy-policy.html>. As such, each entrant consents to Sponsor and Sponsor's affiliates or designees use of such personally identifiable information. Each entrant acknowledges that Sponsor and Sponsor's affiliates or designees may promote the Program across HOG channels or related sites, which may relate, directly or indirectly, to an entrant, as permitted under these Official Rules.

LANGUAGE: In the event of any discrepancy or inconsistency between the English language version and any French language version of these Official Rules, the English version shall prevail, govern and control.