

# Harley-Davidson 2026 HOG RIDE 365™ Dealership Check-In Challenge Contest

## 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.**

**SPONSOR OBTAINS RIGHTS FROM ENTRANTS TO USE CONTENT SUBMITTED AS PART OF THE CONTEST.**

**INDIVIDUALS PARTICIPATE AT THEIR OWN RISK. DO NOT BREAK THE LAW OR ENDANGER YOURSELF OR OTHERS WHEN TAKING PHOTOS OR OTHERWISE PARTICIPATING IN THIS CONTEST.**

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

**ELIGIBILITY:** To participate in Harley-Davidson 2026 HOG RIDE 365™ Dealership Check-In Challenge Contest (the “Contest”), you must be, as of the time of entry: (i) a legal Canada resident 19 years of age or older, and (ii) a full or passenger/associate Harley Owners Group (“HOG”) member. 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. Contest is subject to all federal, provincial, territorial, and local laws and regulations. Void where prohibited or restricted by law.

**ENTRANCE PERIOD:** The Contest runs from January 1, 2026 to December 31, 2026 (the “Contest Period”). Entries submitted after 11:59 p.m. Central Time on December 31, 2026 are not eligible.

**HOW TO ENTER:** If you are a Canadian HOG member, you may participate in the Contest by logging into your HOG account and going to [https://members.harley-davidson.com/en\\_CA/HOG/HDMN\\_Ride365](https://members.harley-davidson.com/en_CA/HOG/HDMN_Ride365) during the Contest Period. Through that site, you will

find the “Dealership Check-In” or a similarly named category under which you may submit a photo as instructed. *Please see below for additional instructions regarding photo submission requirements.*

Limit one (1) Contest account per HOG member. The use of any automated devices is prohibited. Sponsor is not responsible for lost, late, stolen, illegible, corrupted, damaged, mutilated, garbled, incomplete, altered, or otherwise irregular or misdirected entries or entries not received for any other reason, and any such entries will be judged void and disqualified at Sponsor’s sole discretion. The information you provide will be used consistent with Sponsor’s Privacy Policy. Entries become property of Sponsor and will not be returned.

**PHOTO SUBMISSION – REQUIREMENTS:** The following requirements apply to photos submitted by HOG members for purposes of this Contest:

- Each photo must contain the following:
  - ✓ Your Harley-Davidson® motorcycle must be in each photo. (Harley-Davidson motorcycle rental through EagleRider is also acceptable.)
  - ✓ A current year cover of the Benefits Guide must be clearly identifiable in each photo. Go to the HOG site to download a printable version.
  - ✓ Photos must clearly identify the Canadian authorized H-D® dealership. A full list of participating dealerships can be found at <https://www.harley-davidson.com/ca/en/tools/find-a-dealer.html>.
  - ✓ You, the entrant, must appear in at least five (5) dealer check-ins, with at least one (1) photo per check-in.
  - ✓ All photos must be taken during the Contest Period. Photos taken outside the Contest Period are not eligible, and submission of such photos may result in disqualification at the sole discretion of the Sponsor.
  - ✓ All photos must be submitted online at [https://members.harley-davidson.com/en\\_CA/HOG/HDMN\\_Ride365](https://members.harley-davidson.com/en_CA/HOG/HDMN_Ride365) during the Contest Period.
  - ✓ Acceptable photo formats are: **.jpg, .gif, .png**. Each photo must not exceed 5MB in size. Images must be clear and names/signs must be legible in submitted prints. Photos that are blurred, fuzzy, illegible, or unrecognizable, based on the sole judgment of the Sponsor, will not receive points.

Photos must be entrant’s original creation and may not include copyrighted, trademarked, patented, or previously published material. Entry requiring license or usage rights from any third party

is not eligible. Entry may not display any trademarked or copyrighted brand names/logos, except those of Sponsor’s brands. If necessary, entrants should use their toolbar to blur out any brand names, logos, or trademarks. Entry cannot defame or invade the rights or privacy of any person, living or deceased, or otherwise infringe upon any third party’s personal, proprietary, or intellectual rights. Entry cannot contain illegal or unlawful material, and must not promote bigotry, racism, harm, or discrimination. Entry must be consistent with Sponsor’s reputation in the marketplace and must be suitable for audiences of all ages. Entries which, in Sponsor’s sole discretion, contain any type of vulgarity or objectionable content will be disqualified. Entries that do not meet these stated criteria, or entries that (in Sponsor’s sole discretion) may technically meet the stated criteria but do not reflect the intent and the spirit of the contest, are not eligible. Entry constitutes entrant’s certification that he/she: (i) is the owner of the entry, (ii) is able and authorized to submit it, and (iii) has received the consent of anyone pictured.

By submitting an entry, 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 contest (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 submission, or any information supplied or represented to Sponsor by entrant.

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

MILESTONE	REWARDS
5 dealer check-ins	HOG RIDE 365 Dealership Check-In Challenge coin + \$10 in-dealership coupon
10 dealer check-ins	HOG RIDE 365 Dealership Check-In Challenge coin + \$15 in-dealership coupon
15 dealer check-ins	HOG RIDE 365 Dealership Check-In Challenge coin + \$20 in-dealership coupon
20 dealer check-ins Incrementally by +5 check-ins	HOG RIDE 365 Dealership Check-In Challenge coin + \$25 in-dealership coupon “” + incrementally by +\$5 in-dealership coupon

*Additional Prize Details.* 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 Contest, 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.

**SELECTION OF WINNERS:** Photo submissions will be evaluated by Sponsor's employees or representatives selected by Sponsor to confirm that photos accurately depict the categories selected by entrant and comply with photo submission requirements.

After the end of the Contest Period, for an eligible HOG member that participates in the Contest, Sponsor will determine the number of eligible check-ins to determine which, if any, 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 5 check-ins, as set forth in the Prizes section. By way of example, a rider who achieves 15 dealer check-ins, and fully complies with these Official Rules, will receive the stated prize for achieving 15 dealer check-ins only. For brevity, the table under Prizes includes the incremental calculation for beyond 20 dealer check-ins. Multiple check-ins at the same eligible dealer will count as one.

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.

**PUBLICITY RELEASE:** Except where prohibited, participation in the Contest constitutes entrant's consent that his or her name, likeness, voice and/or biographical data, including but not limited to photos submitted in connection with this Contest, 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. Photos submitted may be available for viewing on the Internet by a world-wide audience.

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

**RELEASE OF LIABILITY:** By participating, entrant agrees to release and hold harmless the Released Parties from any injury, loss or damage to person, including death, or property due in-whole or in-part, directly or indirectly, to the acceptance or use/misuse of any prizes, participation in any Contest-related activity, or participation in the Contest.

*PLEASE NOTE: INDIVIDUALS PARTICIPATE IN THIS CONTEST AT THEIR OWN RISK. DO NOT BREAK THE LAW OR ENDANGER YOURSELF OR OTHERS WHEN TAKING PHOTOS OR PARTICIPATING IN THIS CONTEST.*

**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 a prize or any participation in this Contest. Without limiting the generality of the foregoing, the Released Parties will not be responsible for any typographical or other error in the printing of this offer, the administration of the Contest, the selection of entrants, in the announcement of prizes, including erroneous appearance of qualification for any 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 prizes or the Contest itself. Sponsor and the Released Parties are not responsible for any injury or damage to any person's computer or related equipment resulting from or relating to participation in this Contest or downloading any material related to this Contest. Sponsor and the other Releases assume no responsibility for Contest' website, computer system, hardware, software or program malfunctions or other errors, failures, delayed computer transactions or network connections, whether human, technical or otherwise in nature.

This Contest 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 Contest 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 CONTEST 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 CONTEST, RULES, ETC.:** Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend this Contest, or to amend the Official Rules at any time, without prior individual notice, should any factor interfere with the administration, security or proper play of this Contest as contemplated by these Official Rules. If for any reason Sponsor is prevented from continuing with this Contest, 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 CONTEST 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 CONTEST 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 Contest will be run in accordance with these Official Rules, also available at ([https://members.harley-davidson.com/en\\_CA/HOG/HDMN\\_Ride365](https://members.harley-davidson.com/en_CA/HOG/HDMN_Ride365)), which shall prevail, govern and control in the event of any inconsistency with any Contest-related materials.

**PRIVACY:** Personally identifiable information that is submitted by entrants as part of this Contest will be used to administer the Contest, 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 Contest 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.

**//End of Official Rules/**