

HARLEY-DAVIDSON 10 RIDES FOR '26 DESTINATION RIDE CHALLENGE

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 PARTICIPANTS TO USE CONTENT SUBMITTED AS PART OF THE CHALLENGE.**
- **INDIVIDUALS PARTICIPATE IN THIS CHALLENGE AT THEIR OWN RISK. DO NOT BREAK THE LAW OR ENDANGER YOURSELF OR OTHERS WHEN TAKING PHOTOS OR OTHERWISE PARTICIPATING IN THIS CHALLENGE.**

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

ELIGIBILITY: To participate in Harley-Davidson 10 Rides for '26 Destination Ride Challenge (“Challenge”), 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. Challenge is subject to all federal, provincial, territorial, and local laws and regulations. Void where prohibited or restricted by law

THE CHALLENGE PERIOD: The Challenge runs from January 1, 2026 to December 31, 2026 (“Challenge Period”). Photos submitted after 11:59 p.m. Central Time on December 31, 2026 are not eligible.

HOW TO PARTICIPATE: If you are an eligible Canadian HOG member, you may participate in the Challenge by logging into your HOG account and going to https://members.harley-davidson.com/en_CA/HOG/HDMN_Ride365 during the Challenge Period.

Through that site, to submit an entry for approval, scroll down to and enter the “10 Rides for ‘26” or a similarly named section. To have a valid entry you must 1) select the ride you have completed from the dropdown list of possible rides and 2) upload a photo of yourself holding the cover of a current year Benefits Guide at the Challenge check-in location for that ride as described in the Benefits Guide. *Please see below for additional instructions regarding photo submission requirements.*

Limit one (1) Challenge 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.

CHALLENGE CHECK-IN LOCATIONS: The ten (10) Challenge check-in locations are as follows:

<p>1. BC, CHECK-IN LOCATION: Round metal sign for the Powerhouse at Stave Falls 31338 Dewdney Trunk Rd, Mission, B.C., V4S 1C5</p>	<p>6. QUEBEC, CHECK-IN LOCATION: Bureau d’information touristique de La Tuque 550 Rue St Louis, La Tuque, Que., G9X 2X4</p>
<p>2. ALBERTA, CHECK-IN LOCATION: Entrance building at Rocky Mountain House National Historic Site 392077 Range Rd. 74A, Rocky Mountain House, Alta., T4T 2A4</p>	<p>7. NEW BRUNSWICK, CHECK-IN LOCATION: St. Martins Lighthouse at Harbour Park 424 Main St., St. Martins, N.B., E5R 1C3</p>
<p>3. SASKATCHEWAN, CHECK-IN LOCATION: Bud’s BBQ restaurant sign 113 Main St., Ogema, Sask., S0C 1Y0</p>	<p>8. NOVA SCOTIA, CHECK-IN LOCATION: Burntcoat Head Park sign (in the parking lot) 45 Faulkner Lane, Noel, N.S., B0N 2C0</p>
<p>4. MANITOBA, CHECK-IN LOCATION: South Beach Casino main entrance 1 Ocean Dr., Scantebury, Man., R0E 1W0</p>	<p>9. PEI, CHECK-IN LOCATION: Covehead Harbour Lighthouse 1530 Gulf Shore Pkwy. East, Covehead, P.E.I., C0A 1P0</p>
<p>5. ONTARIO, CHECK-IN LOCATION: Sculpture of the Big Apple 262 Orchard Rd., Colborne, Ont., K0K 1S0</p>	<p>10. NEWFOUNDLAND, CHECK-IN LOCATION: Western Brook Pond sign (in the parking lot) Route 430, Gros Morne National Park, N.L., AOK 4Z0</p>

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

- Each photo must contain the following:
 - ✓ You, the participant, must be in each photo.
 - ✓ A current year Benefits Guide must be clearly identifiable in each photo. Go to the HOG site to download a printable version.
 - ✓ All photos must be taken during the Challenge Period. Photos taken outside the Challenge 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 during the Challenge Period. Limit one (1) photo per Challenge check-in location.
 - ✓ Acceptable photo formats are: **.jpg**, **.gif**, or **.png**. Each photo must not exceed 5MB in size. Images must be clear and landmarks/names/signs must be discernible in submitted prints. Photos that are blurred, fuzzy, illegible, or unrecognizable, based on the sole judgment of the Sponsor, will not be eligible.

Photos must be participant's original creation and may not include copyrighted, trademarked, patented, or previously published material. Photos requiring license or usage rights from any third party are not eligible. Photos may not display any trademarked or copyrighted brand names/logos, except those of Sponsor's brands. If necessary, participants should use their toolbar to blur out any brand names, logos, or trademarks. Photos 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. Photo cannot contain illegal or unlawful material, and must not promote bigotry, racism, harm, or discrimination. Photo must be consistent with Sponsor's reputation in the marketplace and must be suitable for audiences of all ages. Photos which, in Sponsor's sole discretion, contain any type of vulgarity or objectionable content will be disqualified. Photos that do not meet these stated criteria, or photos that (in Sponsor's sole discretion) may technically meet the stated criteria but do not reflect the intent and the spirit of the Challenge, are not eligible. Submission of a photo constitutes participant's certification that

he/she: (i) is the owner of the photo, (ii) is able and authorized to submit it, and (iii) has received the consent of anyone pictured.

By submitting a photo, participant 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 Challenge (“Released Parties”) from any and all claims, damages, expenses, costs (including reasonable attorney fees) and liabilities (including settlements), resulting from or relating to participant’s submission, or any information supplied or represented to Sponsor by participant.

PRIZES: Subject to these Official Rules, an eligible participants will receive the following check-in prizes for each eligible photo submission:

- One (1) HOG Digital Badge (site-specific)
- One (1) HOG Challenge Coin (site-specific).

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. All costs and expenses not specified herein, related to the prizes or participation in the Challenge, 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 participant and comply with photo submission requirements. Please allow 4 - 6 weeks for review of photo submissions and delivery of rewards.

Eligible submissions only occur during the Challenge Period. If an eligible HOG member has complied with these Official Rules, including completing an eligible Challenge check-in and corresponding submission, Sponsor will award the prize that corresponds to that particular Challenge check-in. Limit one (1) Digital Badge and one (1) Challenge Coin per eligible Challenge check-in per winner. No repeat or additional prizes are available for multiple submissions on the same Challenge check-in for a participant. Prizes will be awarded electronically (Digital Badge) or via mail, shipment, or courier service (Challenge Coins) to a winner using his/her contact information associated with his/her HOG account. It is participant's responsibility to make sure participant's email address, home address, and other information are correct and on file with Sponsor through participant's HOG account.

PUBLICITY RELEASE: Except where prohibited, participation in the Challenge constitutes participant's consent that his or her name, likeness, voice and/or biographical data, including but not limited to photos submitted in connection with this Challenge, 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.

PARTICIPANTS' AGREEMENT TO ABIDE BY RULES: By entering, participant 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 Challenge, rule interpretation and application, the awarding of prizes, or any other matter related to the Challenge, shall be submitted to Sponsor, whose decision shall be binding and final.

RELEASE OF LIABILITY: By participating, participant 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 Challenge-related activity, or participation in the Challenge.

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

LIMITATION OF LIABILITY: The Released Parties are not responsible for, and each participant 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 Challenge. 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 Challenge, the administration of the Challenge, the announcement of rewards, including erroneous appearance of qualification for any reward, any photos or participants 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 Challenge itself. 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 Challenge or downloading any material related to this Challenge. Sponsor and the other Releases assume no responsibility for Challenge' 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 Challenge is intended for viewing in Canada and shall be construed and evaluated only according to Canada law (particularly as further set forth herein). Do not enter this Challenge if you are not located in the Canada. **WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY COMPUTERIZED SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CHALLENGE 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 PARTICIPANT: Entries will be deemed made by the authorized HOG account holder at the time of entry/submissions. In the event of a dispute, participant may be required to provide proof that he or she is the authorized holder of the identified HOG account.

CHANGES TO CHALLENGE, RULES, ETC.: Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend this Challenge, or to amend these Terms & Conditions at any time, without prior individual notice, should any factor interfere with the administration, security or proper play of this Challenge as contemplated by these Terms & Conditions. If for any reason Sponsor is prevented from continuing with this Challenge, Sponsor shall have the right, in its sole discretion, but not the obligation, to issue rewards to eligible photos received to date. All entries are the property of Sponsor and are not returnable.

DISPUTES/CHOICE OF LAW: EXCEPT WHERE PROHIBITED, EACH PARTICIPANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CHALLENGE 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) PARTICIPANT 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 CHALLENGE 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 Challenge 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 Challenge-related materials.

PRIVACY: Personally identifiable information that is submitted by participants as part of this Challenge will be used to administer the Challenge, 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 participant consents to Sponsor and Sponsor's affiliates or designees use of such personally identifiable information. Each participant acknowledges that Sponsor and Sponsor's affiliates or designees may promote the Challenge across HOG channels or related sites, which may relate, directly or indirectly, to a participant, 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.