



2025 DEALERSHIP CHECK-IN CHALLENGE CONTEST

For additional details, and to view the Official Rules for this Contest, please go to h-d.com/ride365.

PRIZES

- **FIRST PLACE:** \$2,000 Harley-Davidson™ Gift Card; 1st Place Plaque + Recognition at the Harley-Davidson Museum.
- **SECOND PLACE:** \$1,500 Harley-Davidson™ Gift Card; 2nd Place Plaque + Recognition at the Harley-Davidson Museum.
- **THIRD PLACE:** \$1000 Harley-Davidson™ Gift Card; 3rd Place Plaque + Recognition at the Harley-Davidson Museum.
- **100 POINTS OR MORE:** \$100 Norscot Gift Certificate for exclusive H.O.G.® Merchandise; Commemorative Gift; Dealership Check-In Challenge Pin & Patch
- **75-99 POINTS:** \$75 Norscot Gift Certificate for exclusive H.O.G.® Merchandise; Commemorative Gift; Dealership Check-In Challenge Pin & Patch
- **50-74 POINTS:** \$50 Norscot Gift Certificate for exclusive H.O.G.® Merchandise; Commemorative Gift; Dealership Check-In Challenge Pin & Patch
- **25-49 POINTS:** Commemorative Gift; Dealership Check-In Challenge Pin & Patch
- **10-24 POINTS:** Dealership Check-In Challenge Pin & Patch

Please note: Members will only win the prizes outlined for respective point tier achieved.

The Harley-Davidson™ Gift Card can be used online at h-d.com and at authorized, participating U.S. Harley-Davidson® retail locations or at the Harley-Davidson Museum. Use of this card constitutes acceptance of the terms and conditions stated in the Cardholder Agreement. The Harley-Davidson™ Gift Card is issued by Pathward®, N.A., Member FDIC. Not refundable, or redeemable for cash or credit, except as stated in the Cardholder Agreement. No cash or ATM access. Pathward does not sponsor the sweepstakes and is the issuer of the Card only.

PARTICIPATION - U.S. H.O.G.® MEMBERS

- Any Full or Passenger/Associate H.O.G.® member from the U.S. may enter. Entries must be submitted individually.
- Only one 2025 Dealership Check-In Challenge entry per H.O.G. member.
- By participating in the Contest, you agree that your name, biographical information, and photos submitted in connection with this Contest may be used for advertising and promotional purposes without limitation and without additional notice, compensation, or consent, except where prohibited. Photos submitted may be available for viewing on the Internet by a world-wide audience.

- Entrant 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 this Contest, shall be submitted to Harley-Davidson, whose decision shall be binding and final.

- Individuals participate at their own risk. Do not break the law or endanger yourself or others when taking photos.

PHOTO SUBMISSIONS

All photos must be submitted online at h-d.com/ride365. Photo formats accepted are .jpg, .gif, and .png. Each photo must not exceed 5MB in size.

NOTE: Images must be clear, and names/signs must be legible in submitted prints. Prints that are blurred, fuzzy, illegible, or unrecognizable will not receive points.

PHOTO ELEMENTS

- Your Harley-Davidson® motorcycle must be in each photo. (A Harley-Davidson® motorcycle rental through EagleRider is also acceptable.)
- A current year Membership Guide cover must be clearly identifiable in each photo. (Go to h-d.com/ride365 to download a printable version.)
- Photos must clearly identify the authorized H-D® dealership in the United States. A full list of participating dealerships can be found at h-d.com/dealers.
- You, the entrant, must appear in at least ten (10) photos.

HOW DO I EARN POINTS?

Please upload photo for each:

- One (1) point for each individual authorized Harley-Davidson® Dealership in the United States.

SUBMITTING YOUR ENTRY

- Photos must be submitted online at h-d.com/ride365
- One photo must be included for each point for which you are submitting. All entries must be submitted online no later than December 31, 2025. Decisions of the judges are final. Prizes are subject to change.