



Harley Owners Group™ Canada

LOYALTY PROGRAM

2024-25

Join a growing list of HOG® Canada Loyalty Providers to support and benefit from an ongoing relationship with the largest motorcycle enthusiast organization in the world.





CONNECTED COMMUNITY

The Harley Owner's Group™ is the largest factory-sponsored motorcycle enthusiast organization in the world and has a strong presence in Canada. Created to enhance the experience of owning a Harley-Davidson® motorcycle, today HOG is a community of passionate and connected riders.





HOG® CHAPTERS

There are hundreds of official HOG® chapters across Canada, with each chapter sponsored by an authorized Harley-Davidson® dealership. Each chapter organizes rides, meet ups and are supportive of local charities.

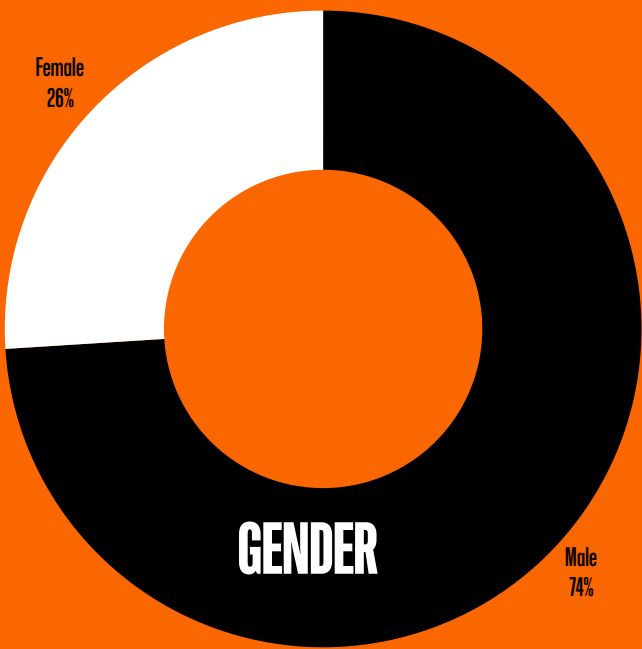
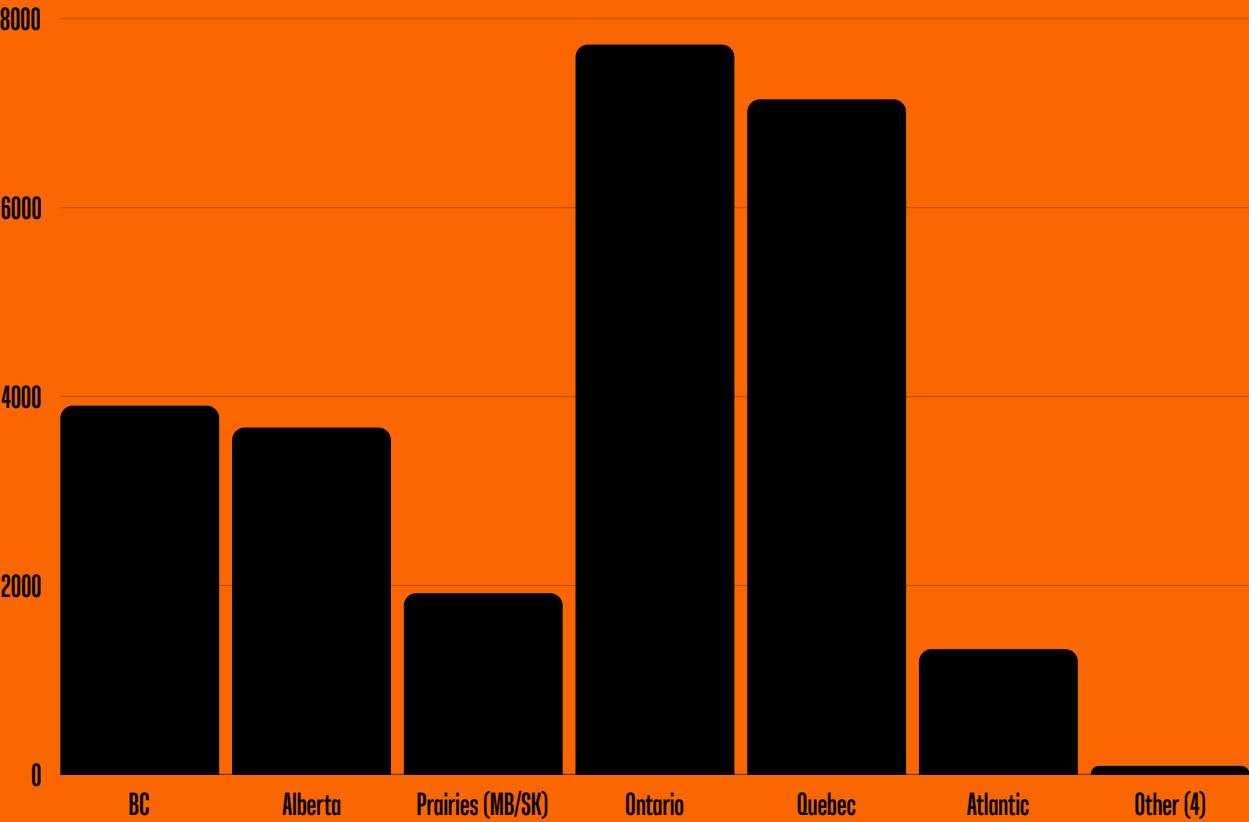


AUDIENCE

DEMOGRAPHIC INFORMATION



LOCATION OF MEMBERS



HYPER-TARGETTED AUDIENCE

HOG members across Canada and around the world are passionate about motorcycling and prove it because they:

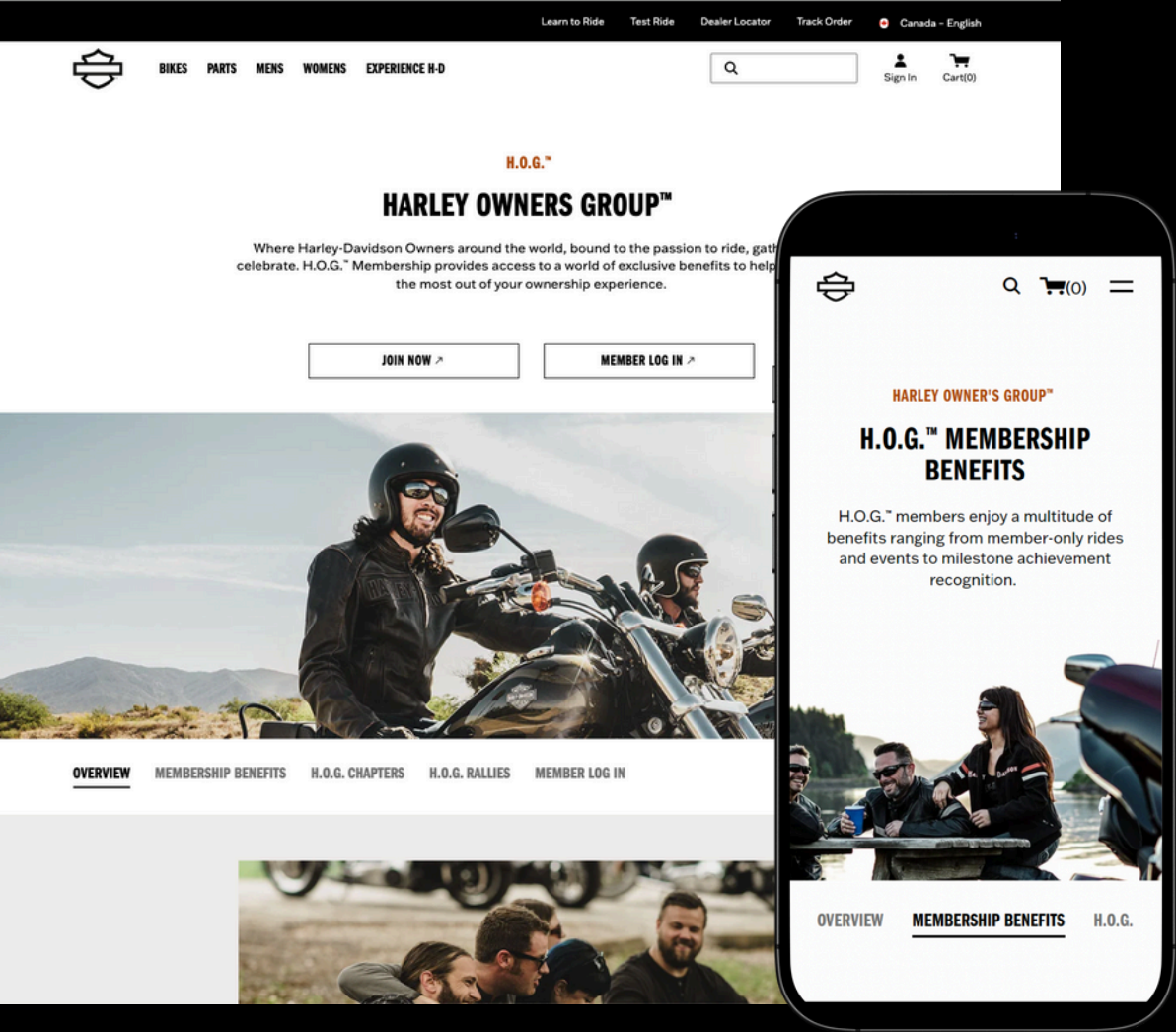
- Ride more miles
- Own more motorcycles
- Travel farther & more often
- Spend more on gear



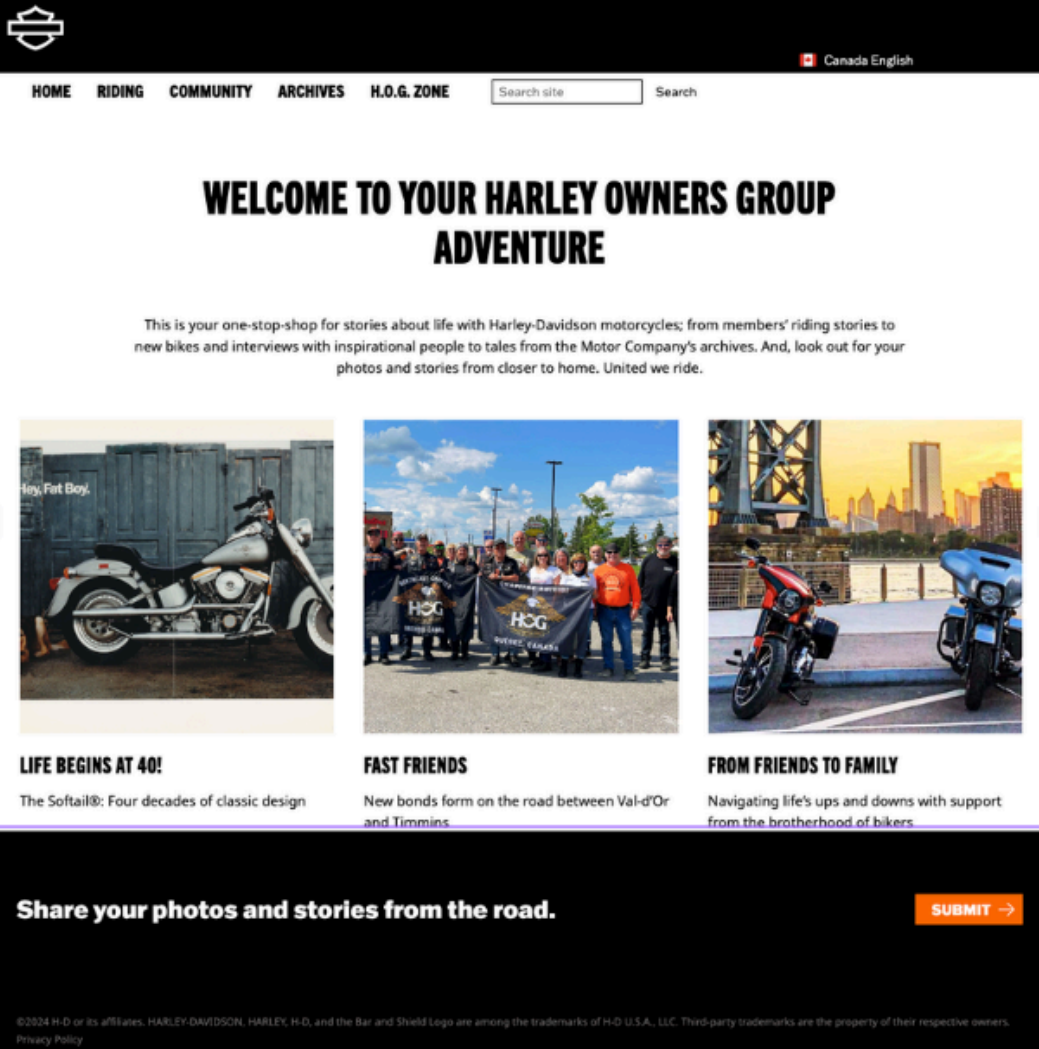
AUDIENCE



CONTENT THAT RESONATES



MEMBERS-ONLY WEBSITE



EXCLUSIVE HOG BLOG WEBSITE



PRINT MAGAZINE: The Enthusiast®



AUDIENCE



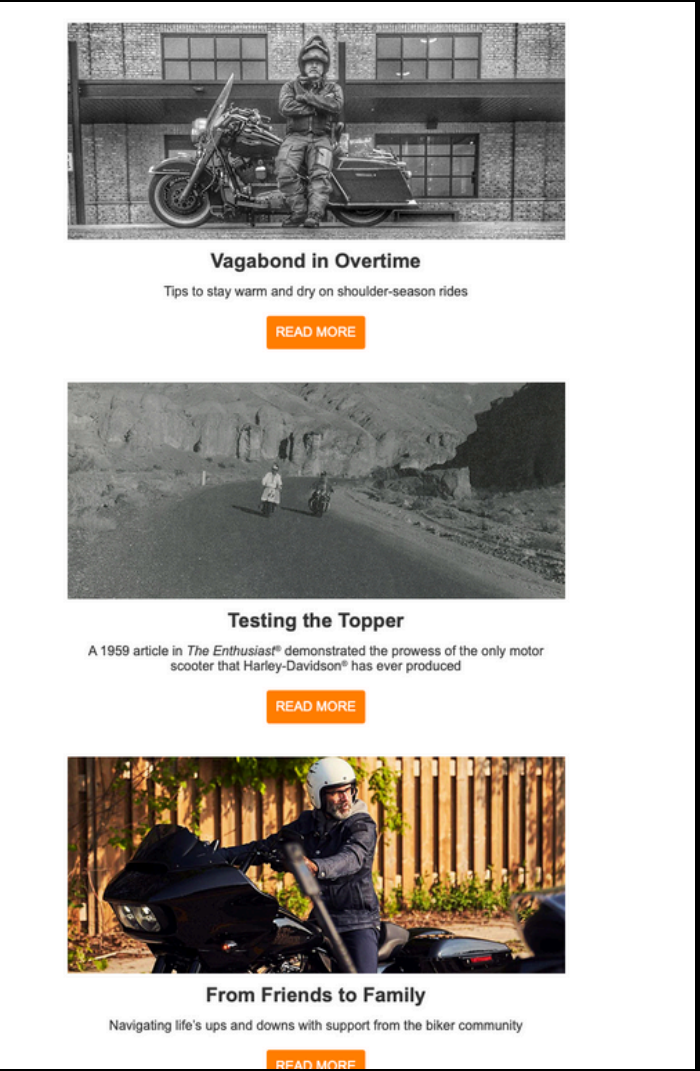
CONTENT THAT RESONATES



SOCIAL MEDIA



MONTHLY NEWSLETTER



MEMBERSHIP GUIDE (PRINT)

LOYALTY PROGRAM

BENEFITS

There are many benefits to becoming a HOG Loyalty Program provider, such as:

1. **Social Media:** No-cost custom posts.
2. **Digital Advertising:** No-cost promotion digital magazine.
3. **HOG.com Loyalty Provider:** Custom listing.
4. **Print Advertising:** Exclusive rates available.

JOIN THE LOYALTY PROGRAM TEAM *



**Loyalty Program as of October 1, 2024*

GET IN TOUCH

We are seeking providers who can enhance the benefits program for HOG Canada members by **offering an exclusive discount on their products or services**. Contact us to discuss the benefits to joining the Loyalty Program.

HOG CANADA TEAM

hogcanada@harley-davidson.com

