



What is HOG?

About 22 years ago, Harley Davidson created a factory sponsored riding club in response to Harley riders growing desire for an organised way to share their passion and show their pride. It was decided that the factory-sponsored club ought to be called the Harley Owners Group, with the nickname HOG. This seemed most appropriate, since Harleys had been referred to as Hogs from the earliest days. The club was launched and, as they say, the rest is history. It was a small start, but from that day membership has grown so that today there are over 900,000 members worldwide and it is the largest factory-sponsored motorcycle club in the world.

If you click onto the Harley-Davidson web site, www.harley-davidson.com and scroll down under HOG, the opening banner boasts this query: "Who says you can't choose your family?" A valid question and the response would be that members of HOG really do consider themselves extended family members. And if you are part of HOG's growing numbers, welcome aboard!

The truism that humans really long to be part of something greater than themselves is evident in the appeal of an organisation like HOG. The connection to a larger group with a shared passion and pride in amazingly strong glue that binds the members, and with the mission statement "To Ride and Have Fun" who wouldn't want to be part of HOG?

Joining HOG has many benefits: you get a free subscription to *The Enthusiast*, the longest continually published motorcycle publication in the world, which features news, information and stories about all things Harley Davidson; a subscription to *HOG Tales*, a publication that details HOG happenings around the world; access to a Members Only site that covers all of the

details about upcoming events; a HOG Touring Handbook, complete with guides and maps, including the contact details of all Harley Dealerships; the ABCs of Touring contest which challenges you to visit and photograph as many cities as possible; the Mileage Awards Programme, which awards pins and patches for distances travelled; access to Harley Safe Rider Skills Training; the HOG Fly and Ride Programme, with discounts for HOG members who rent Harleys; HOG hospitality at major events like Sturgis, Daytona etc.; access to the Roadside Assistance Programme for stranded members and, finally the Theft Reward Programme which offers US\$1,000 reward for information leading to the conviction of motorcycle thieves. Add to all that the Chapter activities and you have a gigantic worldwide family that shares its enthusiasm through this terrific organisation.

What does the future hold for HOG? To quote the member literature "No one can say for sure, but from here the road looks long, wide open, winding and scenic – with lots of new friends to make along the way. So why not join HOG now and come explore it with us? We promise you will enjoy the ride!"

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