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JANUARY 2026 INSIDER

We're kicking off the new year rolling on the throttle with new rides, honoring dealer legacies, and spotlighting stories from Harley-Davidson's rich history.



15 RIDES FOR '26

Gear up for another year of memorable rides and rallies. For 2026, we're bringing you all-new destinations for the H.O.G. Ride 365® 15 Rides for '26 Challenge, plus 21 rallies across the country. Check out the 2026 Harley Owners Group Benefits Guide to learn more and plan your rides.

[Get Details](#)



VISIT YOUR DEALER

GET YOUR FIRST 2026 ODOMETER READING

Make sure every mile counts this year by visiting your local dealer to

get an odometer reading. Check in early and often to see your riding rewards add up. And don't forget: for 2026 we've added two new milestones at 250 and 500 miles so you can get rewarded sooner.

[Learn More](#)



RIDE ON OVER TO THE H-D MUSEUM

Harley Owners Group® members enjoy **free admission**, so make the H-D Museum your next stop. Check out the new *This Is Me* exhibit, book a guided tour with access to the legendary H-D Vault, and don't forget to grab your annual Museum pin while you're there.

[Plan Your Trip](#)





CHECK OUT OUR *GENERATIONS OF H-D* SERIES ON YOUTUBE

Timms Harley-Davidson in Anderson, South Carolina, is a family-owned dealership whose story spans decades, with the Electric City H.O.G. Chapter involved since the early days. Together, they've built a multi-generational legacy.

[Watch Now](#)





365 CHANCES TO WIN IN THE H-D™ VISA® \$500-A-DAY GIVEAWAY*

Every day in 2026, H-D™ Visa® is giving away a \$500 H-D™ Gift Card. The best part? As a Harley Owners Group® member, you double your chances with 2X entries into that day's drawing every time you use your H-D Visa card.

[Learn More](#)

MONTHLY REMINDERS

STORIES FROM THE ROAD AND BEYOND

Did you know your Harley Owners Group® membership includes unlimited access to exclusive content?

Read stories from the road and beyond, with new content landing regularly.

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*NO PURCHASE NECESSARY. Open to residents of the 50 United States and D.C. who are at least 18 years of age. Sweepstakes begins 1/1/26 and ends on 12/31/26. Visit H-DVisaExclusives.com/500ADayRules for complete Official Rules & entry details. The Harley-Davidson™ Gift Card is issued by Pathward®, N.A., Member FDIC. The creditor and issuer of the Harley-Davidson® Visa® card is U.S. Bank National Association, pursuant to a license from Visa U.S.A. Inc.

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