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All-new 2026 Street Glide® 3 Limited

FEBRUARY 2026 INSIDER

Get essential details on Daytona Bike Week, the return of the Let's Ride Challenge®, and more.





PARTICIPATION HAS ITS REWARDS

EXCLUSIVE BENEFITS AT DAYTONA

Complete the 2026 Daytona Bike Week Challenge and receive a commemorative gift. Earn up to 1,000 points (a \$10 value) when you take a demo ride at the H-D activation at the Daytona International Speedway, plus enjoy exclusive event experiences and rides throughout the week.

[Plan Your Visit](#)



REGISTER AT DAYTONA OR ONLINE

THE RETURN OF THE LET'S RIDE

CHALLENGE® RIDE FOR HEROES

We're back for year two, just in time for Daytona. The Let's Ride Challenge® Ride for Heroes returns February 27, giving Harley Owners Group® members more ways to earn. Rack up H.O.G. Ride 365® miles and points, and if you win a bike, you'll get a \$5,000 bonus — just like last year's five winners. Together, we're riding to unlock another \$1 million for veteran and first responder charities.

[Meet The Winners](#)



BAGGERS RACING SEASON PREVIEW

GET UP TO SPEED

Racing enthusiast "650ib" got the inside scoop on the 2026 H-D x DynoJet Factory Race Team season, just for Harley Owners Group members.

[Read More](#)



OUR GUIDE TO 2026 BIKE WEEK

RIDES, DIVES, & VIBES: DAYTONA EDITION

Prepare for Daytona Bike Week with this breakdown of all the best restaurants, rides, and activities for H.O.G. members.

[Check Out The Guide](#)



BONUS POINTS ON EVERY MILE

While you already earn points as a Harley Owners Group member through the H.O.G. Ride 365® program, you can rack up more per mile ridden with the H-D™ Visa® card: 2 points with the H.O.G.™ Elite Visa Signature® card and 1 point with the H-D™ Visa Signature® card.*

Not a cardmember yet? Apply Now.

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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*To earn and be awarded points for miles ridden, the primary H-D Visa cardmember must have an account that is open and in good standing and be a Harley Owners Group member ("Qualifying Cardmember"). After becoming a Qualifying Cardmember, an odometer reading must be recorded at a participating H-D® dealership or by an alternate Harley-Davidson authorized recording method. Thereafter, each mile ridden is worth 2 points for H.O.G. Elite Visa Signature cardmembers and 1 point for H-D Visa Signature® cardmembers, up to 50,000 points per calendar year, and will be awarded after additional odometer readings. Points will be awarded 8-12 weeks following the last odometer reading, unless further verification is requested for award. Visit H-DVisaExclusives.com/500ADayRules for details.

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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