



ROLLING USA

FEBRUARY 2026

COMMUNITY, CHROME
AND COMMITMENT

HOW TO CREATE
MONTH LONG
SWEEPSTAKES



KICKSTART THE SEASON

JUST AROUND THE CORNER

THE METHOD TO THE MADNESS

The game has changed. The data proves that post COVID it now takes 4 times as many touch points for a customer to be inclined to purchase a bike. Every touchpoint matters. The Harley-Davidson Motor Company offers these traffic driving campaigns in Rolling USA, National Events, and the Let's Ride Challenge, and they are not just about giving away a motorcycle or a trip to Sturgis or Daytona; they give you and the customer an opportunity to keep the conversation alive and nurture those impressions over time to drive those re-engagements.

We have found that 70% of the people who end up buying a bike through these campaigns initially said they had no "purchase intent". They didn't come in to buy; they came in to participate. Front line staff used keywords to bring them back to the dealership repeatedly and to increase their chances to win. Let's nurture those no purchase intent customers along with purchase intent customers and not let them slip through our fingers.

Let's get outside the box, stay excited, and go roll some metal!



JESSE JAMES DUPREE
LET'S DO FUN STUFF



KICKSTART THE SEASON



SATURDAY, FEBRUARY 21

KICKSTART THE SEASON IS HARLEY-DAVIDSON'S FIRST NATIONAL EVENT OF THE YEAR

This is your opportunity to drive traffic to your dealership and highlight the brand-new 2026 model year lineup



Need help with your QR code or setting up keywords for this event? Our team is happy to help - email: help@mightycloud.com

03 | ROLLING USA

MARK YOUR CALENDAR

“RollingUSA matters because it creates more opportunities to connect with our customers. It lets each dealership tailor campaigns to its events and promotions, while building real excitement.”

Curtis Felder - Marketing Manager
Speedway Harley-Davidson



ROLLING DAYTONA

Key Dates

- **Rolling Daytona Runs:**
1/6/26 – 2/17/26
- **SPIFF Contest Deadline:**
March 3, 2026
- **Bike Giveaway:**
March 6, 2026



ROLLING LACONIA

Key Dates

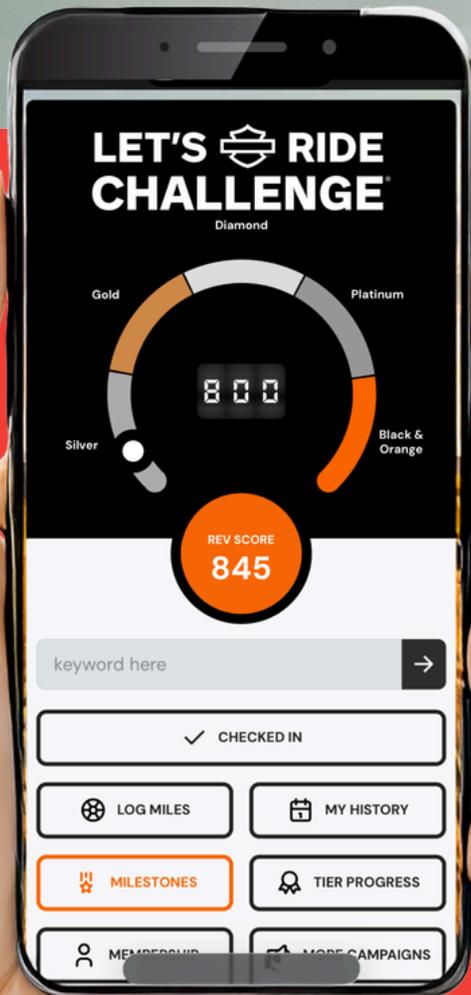
- **Opt-in Closes:**
February 17th, 2026
- **Rolling Laconia Runs:**
4/3/26 – 5/13/26
- **Laconia Bike Week:**
6/13/26 – 6/21/26

Visit the Resource Pages at

HDNet or **[rollingusa.com/dealer-resources](https://www.rollingusa.com/dealer-resources)**

to stay up to date with the latest information and upcoming details.





LET'S RIDE CHALLENGE[®]

RIDE FOR HEROES

**February 27, 2026
thru
October 31, 2026**

2026 Let's Ride Challenge Ride for Heroes Training Replay Available

Avoid common issues customers and validators might encounter. Watch now on H-DNet.





COMMUNITY, CHROME, AND COMMITMENT

When we talk about the Harley-Davidson spirit, we usually picture the open road. But for Kim Arrington at Harley-Davidson of Xenia, the journey begins long before a kickstand goes up.

Kim joined the Xenia team in 2023 in a part-time MotorClothes role. Her competitive drive and clear vision for the store propelled her to General Manager in 2024. When she stepped into leadership, she did not come in swinging. She led with intention and a deep respect for the team already in place.

Taking the reins during a period of transition, Kim focused on a full culture reset. Her goal was to rebuild confidence from the inside out and reinforce the idea that a dealership is not just a retail space, but a family. She believed the physical environment should reflect that mindset. By repainting,

adding flower pots, and building a new front porch, she helped create what she calls a “front porch” mentality rooted in openness, hospitality, and genuine connection.



"I adopted a 'mom' approach," Kim says. "It's about a supportive, problem-solving environment where customers feel secure. We don't focus on the numbers; we focus on the people, because the people are what drive our sales. It's our community and our friends. If I only looked at the numbers, we would still be struggling right now."

Identifying the "Sleeping Giant"

Even as she worked to change the atmosphere of the store, Kim knew she needed to address the business side to turn things around. She reached out to Jesse James Dupree, remembering his standing offer to help. She called him directly: "Jesse, you said call if we ever need help... well, we need help." That call sparked a collaborative conversation where they identified three key areas for a turnaround.

The first was recognizing that the Riding Academy was a "sleeping giant", a department with massive potential that had not been getting the focus it deserved. Kim took that realization and turned it into action. Under her leadership, Harley-Davidson of Xenia is now ranked in the Top 3 nationally.

"The relationship with Jesse and his team was about more than just a tool; it was about having a partner who cared as much about our growth as we did," Kim reflects. "It's nice to see that level of genuine care in the industry."



"The Riding Academy's success stems from having a great group of instructors with strong rapport," Kim explains. By ensuring a manager or owner personally meets every student on their first night, she has turned the Academy into a high-conversion engine.

At Xenia Harley-Davidson, Kim recognized the Riding Academy as a "sleeping giant" after reviewing demand in the reports and expanded the program by adding six additional classes through coordination with the HOG Chapter, opening three midweek sessions, refreshing the classroom environment, and launching the slogan "Your Journey Begins with Harley-Davidson of Xenia." By pairing passionate, knowledgeable instructors with personal first-night introductions from management that guided students through the sales process, the dealership created a welcoming, seamless experience that helped drive the Academy's growth and success.

Shifting the Sales Mindset:

The partnership also helped Kim address the sales culture. One of the key insights from her talks with Jesse was that waiting for walk-ins means missing out on sales. Kim moved her sales team toward a strategy of active re-engagement, rather than passive waiting.

By utilizing the Dealer Promo Tool to facilitate this shift, Kim's team began actively inviting people to live demos and events. This shift ensured that 90% of the sales effort became about outreach. "When people feel comfortable, they come back," Kim notes.



The Heart of the Community: The Veterans Bike Raffle

This strategy was tested at scale during the Veterans Memorial Bike Raffle, which gave away a motorcycle and presented a significant donation check to the local Veterans memorial. The Xenia Harley-Davidson team used the raffle to bridge the gap between the dealership and the city of Xenia.



"When I talked to Jesse, he said, 'Get outside the box. Go talk to people. Go do stuff,'" Kim recalls.

"I realized those are the people that have kept us here for 40-some years. That is who we have to focus on." To manage the scale, the Xenia Harley-Davidson team used the Dealer Promo Tool to eliminate the "messy paperwork" usually associated with raffles and fish bowls. By placing QR codes on-site and at off-site

events, her team turned every handshake into a digital connection. Once a customer registered, the team drove ongoing re-engagement by releasing specific keywords that encouraged repeat visits to the dealership for additional entries. This turned a one-time raffle entry into a nurtured, high-traffic pipeline.

Kim emphasizes that the credit belongs to her staff, who pushed the raffle, achieved the registrations, and made the initiative a success through their dedication and teamwork. She also credits her Field Director, Jess Benfer, as a major contributor through consistent mentorship, guidance to resources, and ongoing support.

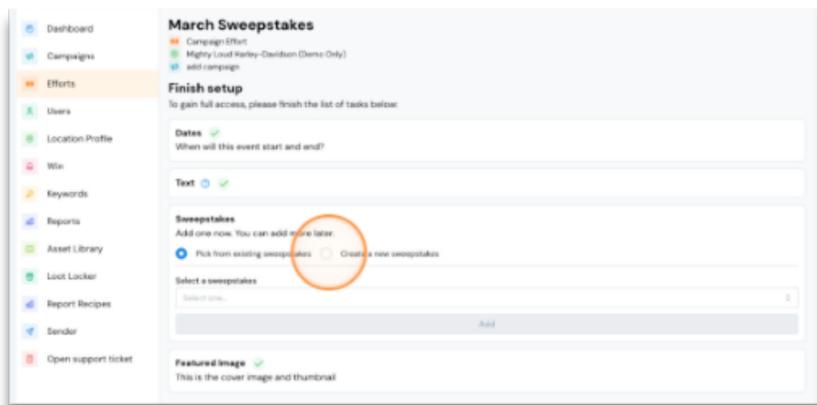
The Vision for 2026

By staying "in the trenches" with her staff, she has cleared back-inventory in record time and set the stage for what she promises will be an "epic" 2026. For Kim, the goal is simple: keep focusing on the people, the staff, the customers, the community, and the record books will take care of themselves. She isn't just running a dealership; she's protecting the legacy of the brand, one handshake at a time.

TIPS & TRICKS

Create Month-Long Sweepstakes with Multiple Contests and Keywords

In this month's tutorial we are going to create a month-long Effort with the intent to give away a prize every Friday during the month of March. We will create 4 Contests, each with a different prize. Each week a different keyword will get customers entered to win one of the prizes.



TO GET STARTED VISIT :
ROLLINGUSA.COM/DEALER-RESOURCES-RD

UPCOMING TRAININGS



OFFICE HOURS - LIVE WEBINAR ON HOW TO USE THE DEALER PROMO TOOL

DATE	EVENT	TIME	SKILL
MARCH 4th	OFFICE HOURS	3:00 PM EASTERN	INTRODUCTION
MARCH 18th	OFFICE HOURS	3:00 PM EASTERN	ADVANCED

Register on **HDNet** or at rollingusa.com/dealer-resources-rd

The Dealer Promo Tool was built to help dealerships elevate their marketing, not replace it. This system allows you to run sweepstakes that are easy for your Marketing and Event Coordinators, exciting for customers, and valuable for re-engagement.

Need help with the Dealer Promo Tool or a refresher?

Whether you're brand new, onboarding a team member, or looking for fresh ideas for using your QR code, our team is here to help. Email us at help@mightyloud.com to schedule your one on one call.



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