

# ROLLING USA



ROLLINGUSA.COM

JANUARY 2026

CREATE A  
**ONE-DAY**  
CONTEST

ROLLING NORTH POLE  
**WINNERS CIRCLE**

THE OPEN ROAD IS CALLING

# ROLLING DAYTONA 2026

LET'S DO FUN STUFF

# LET'S KEEP IT ROLLING IN 2026

At Rolling USA, everything we do comes back to one simple idea: helping drive dealership traffic and creating unforgettable experiences while capturing real, usable data that fuels long-term growth.

From national giveaways, to Rolling Campaigns, to one-day events, or in-store promotions, we've seen firsthand what happens when promotions move beyond fish bowls and raffle tickets and into your CRM, not paper sign ups.

This newsletter is designed to do three things:

1. Highlight your dealerships and celebrate with each of you across the country
2. Show you what's possible with the Dealer Promo Tool
3. Give you practical ideas you can use immediately in your dealership

Whether you're just getting started or are one of the many dealerships utilizing the Rolling Campaigns, national campaigns, or creating your own events, this is your inside look at what's working right now, and how we can help you make it work for your dealership.



**JESSE JAMES DUPREE**  
LET'S DO FUN STUFF



# ROLLING DAYTONA IS LIVE

## Key Dates

- Rolling Daytona Runs: January 6, 2026 – February 17, 2026
- One Day Giveaway: January 31, 2026
- SPIFF Contest Deadline: March 3, 2026
- Bike Giveaway: March 6, 2026 | Daytona Bike Week

## Bonus Voucher Number

Don't forget your RollingUSA vouchers. If your customer is the Grand Prize Motorcycle winner and they registered with their voucher number, they receive an additional \$1,000 cash gift card.

Check out the Dealer Resource Page for more Rolling Daytona details, [rollingusa.com/dealer-resources-rd](https://rollingusa.com/dealer-resources-rd)



**No fishbowls. No guesswork. The Dealer Promo Tool puts customer data straight into your CRM**



**LET'S RIDE CHALLENGE<sup>®</sup>**  
**RIDE FOR HEROES**  
**Revving Up for Year Two**  
Beginning February 27, 2026

**LRC Dealership Opt-in**  
[www.h-dletsride.com/opt-in](http://www.h-dletsride.com/opt-in)  
(Opt-in closes on Feb. 17<sup>th</sup>, 2026)

# A MOMENT TO REMEMBER

This is what Rolling USA is all about, celebrating real riders and unforgettable moments.



The showroom at Harley-Davidson World in Oklahoma City was packed. Garrett McBride had earned this moment months earlier in Galveston, where he stood on stage with nine other qualifiers from across the US, reached into a bucket full of keys, and pulled the one that unlocked the forks on a brand-new Harley-Davidson® Breakout.

Now he was here to collect his prize. Marketing Manager Gwen Jones made sure it felt like the celebration it deserved, complete with surprise guest Jesse James Jesse James Dupree handing over

the keys, goodie baskets, presentations, and a showroom full of friends and staff cheering him on.

"The energy, excitement, and turnout were amazing," Jones said.

Since Garrett's still working on his motorcycle endorsement, the dealership surprised him with a \$350 Visa gift card to help him get there.

It all started when he signed up for Rolling Texas. That decision put him on stage in Galveston and brought him home to Oklahoma City with a new Breakout.



# TIPS & TRICKS

## CREATING A ONE-DAY CONTEST THAT WORKS

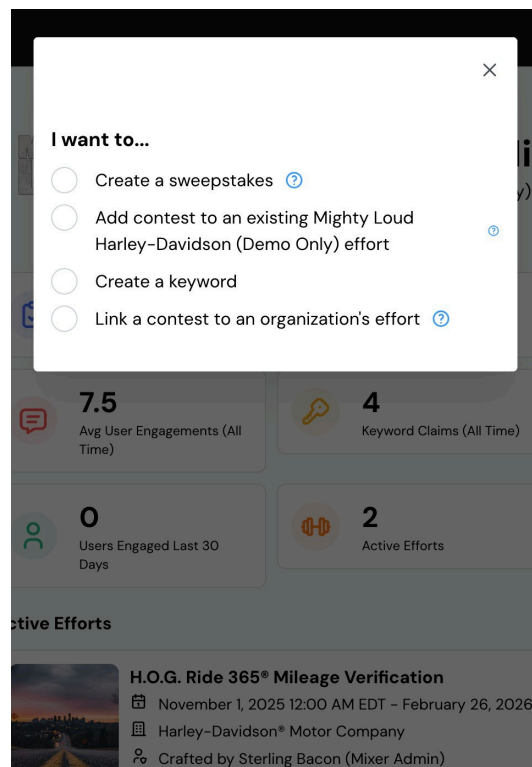
One-day events are one of the most powerful ways to drive foot traffic, capture customer data, and create urgency, when they're done right.

### What This Training Covers

- Creating a one-day contest in the Dealer Promo Tool
- Linking it to Rolling Daytona
- Capturing clean, usable data that flows directly into your CRM
- Eliminating paper entries and manual follow-ups

### CREATING A ONE-DAY CONTEST TUTORIAL:

[ROLLINGUSA.COM/DEALER-RESOURCES-RD](http://ROLLINGUSA.COM/DEALER-RESOURCES-RD)



## UPCOMING TRAININGS

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

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

Register on the Resource Page at [rollingusa.com/dealer-resources-rd](http://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 new team member, or just want fresh ideas reach out to our team at [help@mightyloud.com](mailto:help@mightyloud.com) and we can schedule a call with you or your team and walk through it together.

# ROLLING NORTH POLE

## WINNERS CIRCLE



**M**otor City Harley-Davidson rode away as the big winner in the Rolling North Pole promotion, when their customer, Ronald, selected the winning box during the very first live, online streaming bike giveaway. All five contestants were winners as well, each receiving a \$2,500 in-store shopping spree, a pair of wristbands for camping at Sturgis, and a Rolling USA swag bag. Congratulations to all five dealerships for their outstanding effort and hard work throughout the Rolling Campaign!

## ROLLING NORTH POLE

### SPIFF WINNERS- CONGRATS TO THE WINNERS

#### STAFF KEYWORD WINNERS

- \$1,000 – Teresa D'Angelo, St. Louis Harley-Davidson
- \$500 – Robert Robles, Harley-Davidson of Sacramento
- \$250 – Madeleine Mendoza, Teddy Morse's Cowboy Harley-Davidson Alamo City

#### BEST HOLIDAY DISPLAY

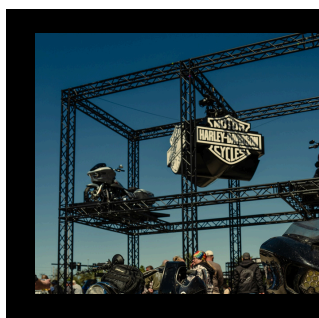
- \$1,000 – Harley-Davidson of Utica
- \$500 (Bonus) – McDermott's Harley-Davidson



Watch the full Rolling North Pole Game Show: [Facebook.com/RollingUSA](https://www.facebook.com/RollingUSA)



## UPCOMING CAMPAIGNS



### KICKSTART THE SEASON – ONE-DAY EVENT

The event takes place on February 21<sup>st</sup>, 2026 starting at 9 AM EST

This sweepstakes is built to drive immediate traffic and action. Perfect for spring launches, customer appreciation events or seasonal kick offs. Kickstart the Season proves you don't need weeks to make a big impact, just the right tools.



### ROLLING LACONIA

Opt-in closes on Feb. 17<sup>th</sup>, 2026. Don't miss the opt-in for your dealership

Rolling Laconia brings the excitement of one of the most iconic Rally weeks straight into your dealership. Designed to build momentum leading into summer riding season, this campaign gives riders a reason to engage early and often.



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