



JUNE 2026

# ROLLING USA

GREAT AMERICAN  
**RIDE**



WELCOMING

**ROLLING STURGIS** TO

**ROLLING MILWAUKEE**

# EVERYBODY NEEDS TO BE IN ON IT

We've got a record number of dealerships participating in Rolling Sturgis to Milwaukee this year. One of two incredible, beautiful Harley-Davidson motorcycles. One of two sets of ten winners winning three-day trips for two to either Sturgis or Milwaukee. One of two \$5,000 cash gift cards. You should be able to get the granny down the street to come in and register to win a \$5,000 gift card. Anybody would be excited about that. They just have to know about it.

Out of the hundreds of thousands of people that have registered for Rolling USA campaigns over the years, out of the thousands of motorcycles that have been sold, 70% of those people that purchased motorcycles said they did not have a purchase intent. Think about that. They said they did not have a purchase intent, but now they've got a bike. These campaigns are an opportunity for you to nurture people coming back to the dealership repeatedly. They come in, they gain the keywords, they geo-check in, and it is very simple.

Sturgis runs August 7 through 14 and then we head to Milwaukee for Labor Day weekend at the Harley-Davidson Museum. The wristbands alone to camp at the Full Throttle Saloon Pappy Hoyle Campground are worth \$800 a pair. They get an opportunity to see Blackberry Smoke, Sammy Hagar, Rob Zombie, Jamey Johnson, Jackyl. We've got a great lineup. Ten winners come to the stage with us, pick a key out of a bucket. If their key starts that motorcycle, they win. And if they don't win that, they've still got an opportunity to win Rolling Milwaukee at the Harley-Davidson Museum. If you've never been to the Full Throttle Saloon, your jaw will be on the floor. And once your customers come out one year, they'll never miss another one after that, which means they need oil changes, they need leathers, they need that brand new CVO motorcycle.

Please make sure you're using the Dealer Promo Tool to gather data when you're giving away your swag bags, your guitars, your pizza ovens, your wristbands. It does not cost you anything. It only costs you having a smile on your face, being excited about it, and making sure that everybody in your dealership is suggesting that people have a chance to win. From the front door to the person washing the motorcycles in the back, everybody needs to be in on it. We have small markets that kick big markets' tails all the time, and I promise you it's all in how excited you are about it.

If you need anything at all, reach out to us at [help@MightyLoud.com](mailto:help@MightyLoud.com). We'll set you up. We want to see you win.

Let's rack them and stack them, fill those CRMs up, and let's have the best campaign we've ever had.



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

# GREAT AMERICAN

# 30 YEARS



# SATURDAY 6.20.26



Harley-Davidson dealerships nationwide will celebrate more than 120 years of freedom on two wheels during the Great American Ride. This event is designed to bring riders into dealerships for excitement, demo rides, giveaways, and prize opportunities.

Participants will have the chance to enter a national sweepstakes to win a 2026 Liberty Edition Heritage Classic motorcycle, while 12 additional winners will receive \$500 in-store shopping sprees. The first 20 customers to RSVP will also receive an exclusive Magic Cloth giveaway.

If you need help with your QR code or setting up keywords for this event? Our team is happy to help. Contact us at [help@mightyloud.com](mailto:help@mightyloud.com).



GREAT AMERICAN **RIDE**



# JOIN US TO CELEBRATE OVER 120 YEARS OF FREEDOM ON TWO WHEELS



REGISTER FOR YOUR CHANCE TO WIN A 2026 LIBERTY EDITION HERITAGE CLASSIC



RSVP FOR AN EXCLUSIVE MAGIC CLOTH



PLUS, YOUR CHANCE TO WIN 1 OF 12 IN-STORE SHOPPING SPREES



PRIZES & GIVEAWAYS

Find out more on **HDNet**

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The Dealer Promo Tool has transformed the way we manage events and promotions. It's simple to use, provides detailed reporting, delivers quality leads directly to our CRM, and gives us valuable insight into our customer base. It's become an essential part of our marketing strategy."

**Sammie Walker - Marketing Manager**  
**Ted's Harley-Davidson**



# ROLLING STURGIS TO MILWAUKEE

## Key Dates - Sturgis (Part 1)

- Rolling Sturigs Runs: June 1<sup>st</sup> - June 30<sup>th</sup>
- One Day Giveaways: June 27<sup>th</sup>, 2026
- Bike Giveaway: August 13<sup>th</sup>, 2026 at Sturgis Bike Week

## Key Dates - Milwaukee (Part 2)

- Rolling Milwaukee Runs: July 1<sup>st</sup> - 31<sup>st</sup>
- One Day Giveaways: July 25<sup>th</sup>, 2026
- SPIFF Contest Deadline: Aug 13<sup>th</sup>, 2026
- Bike Giveaway: Sept 5<sup>th</sup>, 2026 at Milwaukee 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.



# BRINGING IN THE EXCITEMENT

## How McGuire Harley-Davidson Turned Rolling Laconia Into a Customer Engagement Machine

When the latest Rolling USA campaign launched, few would have predicted that McGuire Harley-Davidson would climb to the top of the leaderboard. Yet by the end of the promotion, they not only earned the highest registration count in the nation, but also secured a qualifier for the motorcycle giveaway, won top keyword honors, and earned a dealership pizza party along the way.

So what changed?

According to Shannon and her team at McGuire Harley-Davidson, the answer wasn't a new marketing budget, expensive advertising campaign, or additional staff.

It was excitement.

### The Turning Point

Like many dealerships, McGuire had participated in Rolling USA promotions before. They registered customers, handed out a few prizes, and moved on.

"We were that dealership," Shannon admits. "We weren't excited about it. It felt like one more thing to do."

Everything changed when she started digging deeper into the program. She read the dealership newsletters, explored the dealer resources, followed Rolling USA on social media, and watched videos from previous motorcycle giveaway events.

Suddenly, the campaign became real.

The team began imagining one of their own customers standing on stage, turning a key for a chance to win a new Harley-Davidson. That vision sparked a level of enthusiasm that spread throughout the dealership.

"We felt like we were giving our customers an opportunity to be up there on that stage."

### Getting the Entire Team Involved

One of the biggest challenges dealerships mention is getting buy-in from staff and management.

For McGuire Harley-Davidson, it started at the top.

Owner Mike McGuire immediately supported the effort and encouraged

participation throughout the dealership. Shannon added a simple internal incentive: a \$25 dealership gift card each week for the employee generating the most keyword redemptions.

The result? Friendly competition.

Salespeople started talking about registrations. Employees began encouraging customers to return for keywords. Everyone had a reason to participate.

"Prizes hanging over your head do work," Shannon laughed.

The dealership's top employee, Renee, ultimately earned the highest keyword redemption count during the Rolling Laconia campaign.

## Overcoming QR Code Fatigue



One objection heard often from dealerships is that customers don't want to scan another QR code.

McGuire Harley-Davidson found a simple solution.



They helped customers complete the process.

If someone wasn't comfortable with technology, employees simply walked them through it or completed the registration with them. Older customers appreciated the assistance, and registrations became faster and easier for everyone involved.

"We just did it for them," Shannon explained. "A lot of customers appreciated us helping."

The team also used tablets and computers when necessary, proving that technology barriers don't have to become participation barriers.

## The Secret Ingredient: Make It Fun

McGuire didn't treat the campaign like paperwork.

They treated it like entertainment. The dealership created videos, promoted the giveaway online, involved their owner in humorous social media content, and regularly reminded customers about the opportunity to win.

As excitement grew internally, customers responded.

People began coming back for keyword entries. Customers started asking when the next promotion would launch. The campaign became something people looked forward to instead of something they ignored.

"If we're excited, they're excited," Shannon said. "If we're annoyed, they're annoyed."

That simple lesson may be the biggest takeaway from their success.

## More Than Registrations

The true value of Rolling USA campaigns isn't just registrations.

It's relationships.

Every registration creates a new opportunity for conversation. Every keyword redemption brings customers back through the door. Every visit gives dealership staff another chance to connect, build trust, and strengthen the relationship with future riders and existing Harley owners.

Instead of relying solely on paid advertising, dealerships can create multiple touchpoints with customers over a six-week period while collecting valuable first-party data and growing engagement.

As Shannon explained, the promotions give employees a reason to have meaningful conversations with customers rather than simply processing transactions.

"It gives us more opportunity to actually connect with the customer."



## What's Next?

After seeing what worked, McGuire Harley-Davidson is already planning for Rolling Sturgis to Milwaukee.

Their strategy includes:

- Calling previous participants and inviting them back.

- Placing QR codes at community events and local gatherings.
- Equipping employees with QR codes on their phones.
- Leveraging reporting tools to follow up with customers who haven't returned for additional activities.
- Continuing to celebrate winners and share success stories online.

Most importantly, they're carrying forward the enthusiasm that transformed their results.

## The Bottom Line

The dealerships seeing the greatest success with Rolling USA campaigns aren't necessarily the largest dealerships. They aren't spending the most money. They aren't relying on luck.

They're creating excitement. McGuire Harley-Davidson proved that when a dealership embraces the campaign, involves the team, and focuses on customer engagement, the results can be extraordinary.

Their customers won prizes. Their dealership earned national

recognition. Their staff got involved. Their community got excited.

And it all started with a simple decision to stop viewing the campaign as another task and start viewing it as an opportunity. As Shannon put it best:

“

**“People like fun. When we're excited about it, they get excited too.”**

Whether you're new to Rolling USA campaigns or looking to increase registrations, keyword redemptions, and repeat customer visits, our team is here to help. We can provide one-on-one guidance, best practices, reporting tips, and proven strategies to help you get the most from every campaign.

To schedule a personalized consultation, contact the Mighty Loud team at [help@mightyloud.com](mailto:help@mightyloud.com). Sometimes a few simple adjustments can make all the difference in turning a promotion into a powerful customer engagement tool.





# ROLLING LACONIA

*Final Top 10 Dealerships & SPIFF Winners*

Final Top Ten Dealerships	Registrations
McGuire Harley-Davidson	475
St. Louis Harley-Davidson	396
Texarkana Harley-Davidson	287
Teddy Morse's Cowboy H-D of Alamo City	269
Tampa Bay Harley-Davidson	247
American Eagle Harley-Davidson	179
South East Harley-Davidson Sales Co.	153
CinCity Harley-Davidson	151
Spitzie's Harley-Davidson of Albany	146
Madhouse Harley-Davidson	138

**BEST MARKETING  
\$1000**

**KAYLA NIEMEYER  
ST. LOUIS HARLEY-DAVIDSON**

**STAFF KEYWORD  
1ST PLACE \$1000**

**RENEE WILSON  
MCGUIRE HARLEY-DAVIDSON**

**STAFF KEYWORD  
2ND PLACE \$500**

**MICHELE WILSON  
CINCITY HARLEY-DAVIDSON**

**STAFF KEYWORD  
3RD PLACE \$250**

**ELLIE PEARSON  
SPITZIES HARLEY-DAVIDSON**

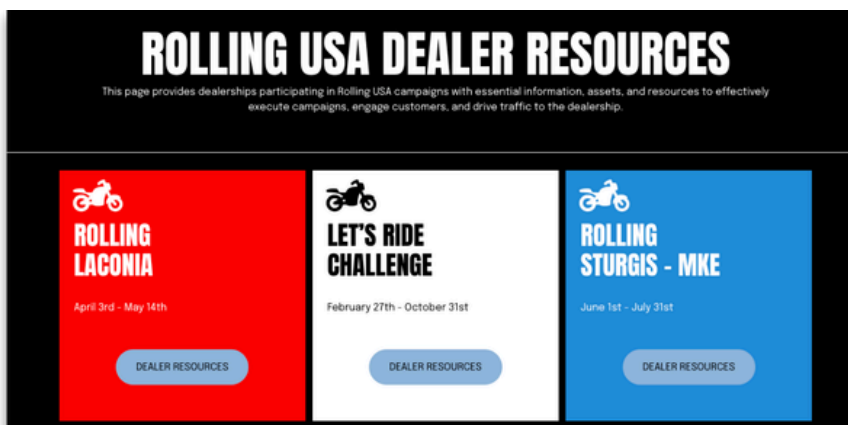
**10 DAY MOST STAFF KEYWORDS \$1000**

**BRANDI SKINNER - TEXARKANA HARLEY-DAVIDSON**

# TIPS & TRICKS

## HOW TO NAVIGATE THE ROLLING USA DEALER RESOURCE PAGE

In this month's tutorial we are going to help you navigate through the ROLLING USA Dealer Resource page. How to find keywords, learn about SPIFF contests, and how to submit winners for Sturgis Wristbands.



**TO GET STARTED VISIT :**  
[ROLLINGUSA.COM/DEALER-RESOURCES](http://ROLLINGUSA.COM/DEALER-RESOURCES)

## UPCOMING TRAININGS



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

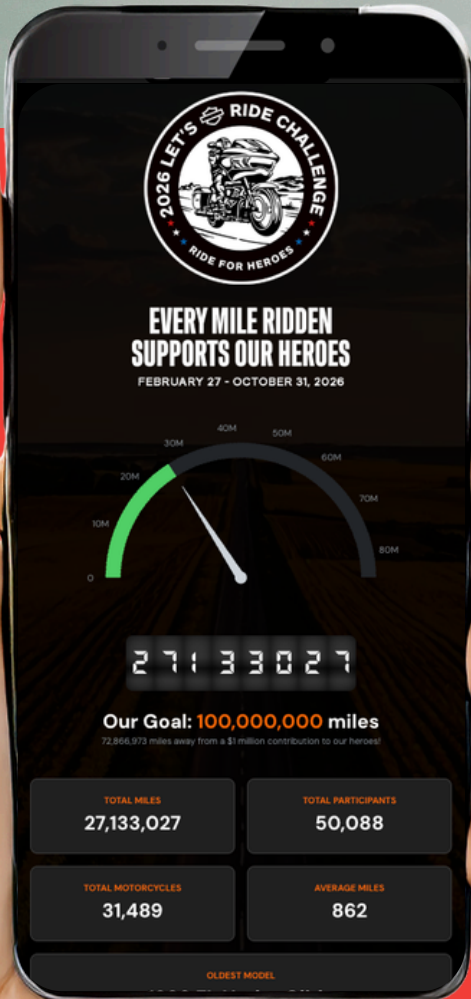
DATE	EVENT	TIME	SKILL
JUNE 3rd	OFFICE HOURS	3:00 PM EASTERN	INTRODUCTION
JUNE 17th	OFFICE HOURS	3:00 PM EASTERN	ADVANCED

Register on **HDNet** or at [rollingusa.com/dealer-resources](http://rollingusa.com/dealer-resources)

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](mailto:help@mightyloud.com) to schedule your one on one call.

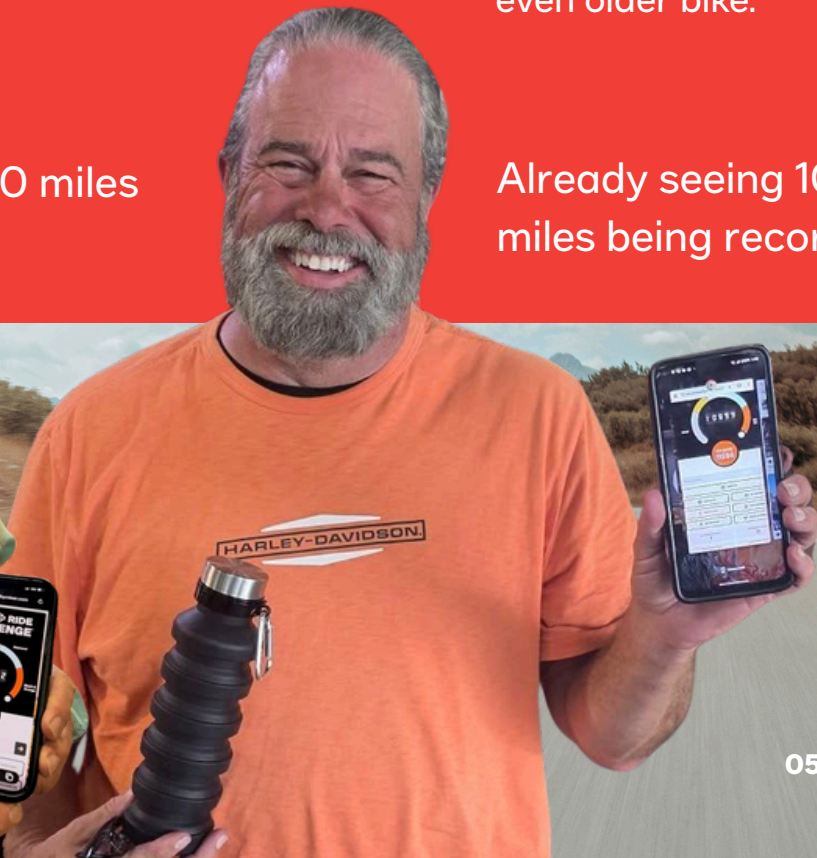


# LET'S RIDE CHALLENGE<sup>®</sup> RIDE FOR HEROES

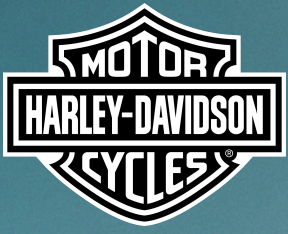
The Let's Ride Challenge<sup>®</sup> Ride for Heroes has officially surpassed 50,000 participants and continues to gain momentum. So far, the oldest motorcycle entered is a 1936 Harley-Davidson. We'd love to see if any of your customers have an even older bike.



10,000 miles club



Already seeing 10,000 miles being recorded



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