



ROLLING USA

MARCH 2026

ROLLINGUSA.COM

REPORTING &
VALIDATOR
QR CODES

**DAYTONA
SPIFF
WINNERS**

ROLLING DAYTONA
WINNER



KICKING OFF THE

LET'S RIDE CHALLENGE[®]
RIDE FOR HEROES





Last year we proved what this community is capable of. This year we are doubling down. The goal is 100 million miles, and every single one of them goes toward Harley-Davidson's million dollar donation to our veterans partners. This is Let's Ride Challenge® Ride for Heroes, year two.

There is no group of people on this planet more committed to honoring our military than the men and women who ride Harley-Davidson motorcycles. This program was built for us. Every mile your customers log, every dealership employee who registers and rides, every touch point you create, it all adds up to something that matters long after the campaign ends.

I want your team thinking about this program as a sales tool, not just a charity effort, because it is both. Every time a customer comes in to get their miles validated, that is a touch point you earned. Over a seven-month challenge, if you are building that relationship every single visit, suggesting the 10-point inspection, encouraging them to become a HOG member, planting the seed on a new motorcycle. I promise you, those miles are going to turn into a sale. That is not a concept. That is what is happening right now at the dealerships who are leaning into this.

Register every person in your building. Salespeople, service, parts, the whole team. They cannot win the motorcycle, but their miles count toward 100 million. Make this a dealership mission, not just a customer program.

100 million miles. Let's go get them.



JESSE JAMES DUPREE
LET'S DO FUN STUFF



LET'S RIDE CHALLENGE® RIDE FOR HEROES: MORE THAN MILES; A MOVEMENT RIDERS BELIEVE IN

The 2026 Let's Ride Challenge® isn't just gaining traction; it's building momentum in a way that matters.

At its core, this program taps into something deeper than incentives or promotions. It connects riders to a shared purpose: honoring and supporting our nation's heroes. And that mission is resonating.

Riders aren't just signing up, they're showing up because the cause matters. As one 2025 winner put it, "If it supports veterans and first responders, I'm all in." They're logging miles, engaging with their local dealerships, and taking pride in being part of something bigger than themselves.

WHY THIS MATTERS FOR YOUR DEALERSHIP

This is one of the most powerful traffic drivers you'll see all season—and not all traffic is created equal.

Let's Ride Challenge participants are:

Highly Engaged

Purpose-Driven

Actively choosing to visit dealerships

Open to connection, not just transactions

Many of these riders are already Harley-Davidson owners. Others are coming from competitive brands - curious, motivated, and stepping into your dealership for the first time. That's your opportunity.

Not just to show them a bike but to show them what it means to be part of the Harley-Davidson community.

And what they experience when they walk in matters more than anything else.

As one rider shared:

“You can walk into a dealership you’ve never been to and still get treated like family.”

LEAD WITH PURPOSE, NOT THE PITCH

These riders aren't walking in asking to buy, they're walking in to participate.

How your team engages them matters. Start with what brought them in:

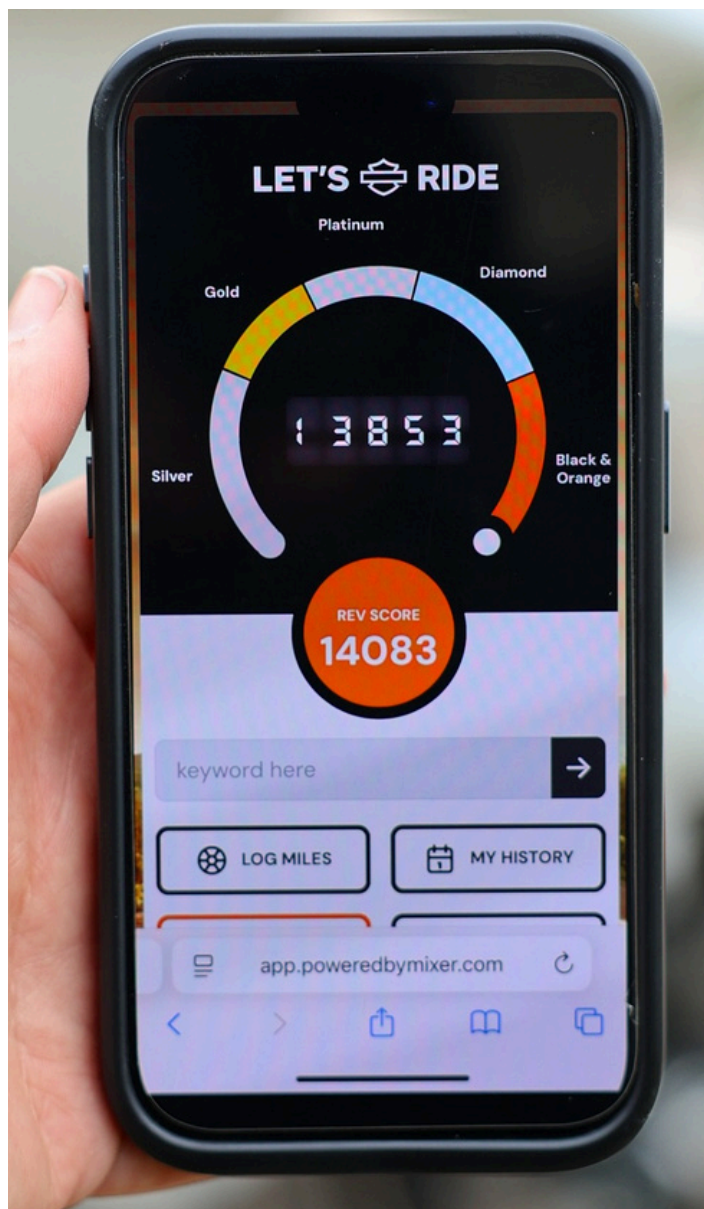
- Acknowledge their commitment to the Challenge
- Reinforce the impact they're making for our nation's heroes
- Make the experience easy, welcoming, and authentic

From there, create a natural path into deeper engagement:

- Log their odometer reading and celebrate the milestone
- Introduce them to your dealership community
- Invite them back for their next reading

This is relationship-building in its purest form.

Because for many riders, that connection is what sticks.



TURN ODOMETER READINGS INTO REPEAT VISITS

Every mileage check-in is a built-in reason to return and every return visit is a chance to strengthen the connection.

When riders come in:

- Get them their Challenge sticker for their first reading
- Remind them that each additional reading brings more chances to earn rewards
- Encourage them to keep coming back to track progress

This isn't a one-time visit, it's a cadence.
And riders are leaning into it.

Dealers who lean into that rhythm will see the difference.

“

**It was competitive, challenging,
and an absolute blast.**

THE BIGGER PICTURE

The Let's Ride Challenge® is about miles, yes... but more importantly, it's about meaning.

It's about riders choosing Harley-Davidson not just for the machine, but for the mission, the community, and the experience that only this brand delivers.

That sense of purpose runs deep.

“

That sense of loyalty and brotherhood from the military - it carries right into the Harley community.

Every rider who walks through your doors for the Challenge is raising their hand to be part of that.



MAKE SURE THEY FEEL IT



LET'S RIDE CHALLENGE[®] RIDE FOR HEROES



Reward re-order instructions

www.mybrandmall.com/harleydavidson



ROLLING LACONIA

Key Dates

- Rolling Laconia Runs: April 3rd, 2026 – May 14th, 2026
- One Day Giveaway: April 25th, 2026
- SPIFF Contest Deadline: May 30th, 2026
- Bike Giveaway: June 20th, 2026 | Laconia 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 Laconia details, rollingusa.com/dealer-resources

Password: Iconic



TIPS & TRICKS

LRC REPORTING AND ACCESSING VALIDATOR QR CODES

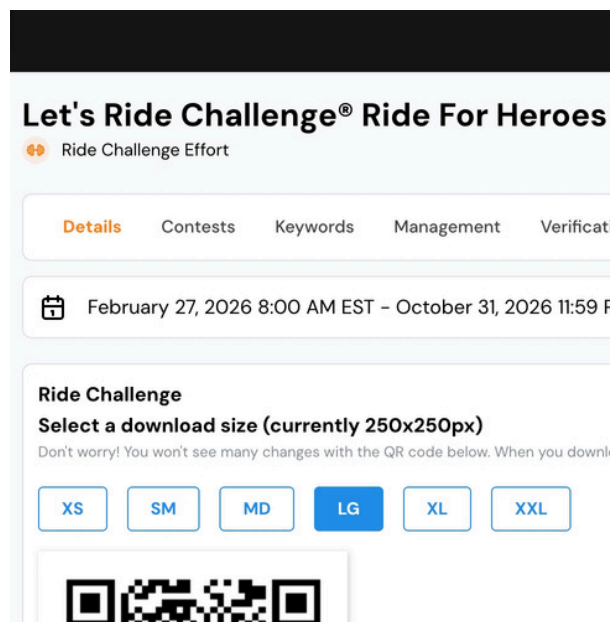
This month’s training walks you through how to pull the right reports and access your Validator QR codes so your team can track activity, validate rides, and stay organized throughout the program.

What This Training Covers

- Where to find LRC reporting inside the platform
- How to run key reports like Validator Rollup, Customer Rollup, and VIN Rollup
- What each report shows (verifications, mileage, rider data, and more)
- How to access Validator QR codes from your active Efforts
- How to download reports for deeper tracking and internal use

CREATING A ONE-DAY CONTEST TUTORIAL:

ROLLINGUSA.COM/DEALER-RESOURCES



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 the Resource Page at rollingusa.com/dealer-resources (password: Iconic)

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@mightyoud.com and we can schedule a call with you or your team and walk through it together.

ROLLING DAYTONA 2026



Pictured: Andrea celebrating on stage with Bill Davidson and Jesse James Dupree, an unforgettable, once-in-a-lifetime moment that customers don't forget.

If you've ever wondered whether Rolling Daytona creates real excitement on your showroom floor...this is it.

During Daytona Bike Week at Teddy Morse's Daytona Harley-Davidson, one key turned into one unforgettable moment. Andrea from St. Louis Harley-Davidson fired up a brand-new 2026 Harley-Davidson Road Glide in front of a live crowd, proving once again how powerful the RollingUSA campaigns are at driving door swings, re-engagement, and energy in your dealership.

CONGRATULATIONS TO ALL 10 FINALISTS

- St. Louis Harley-Davidson
- Smoky Mountain H-D
- Fort Thunder Harley-Davidson
- Wolverine Harley-Davidson
- Harley-Davidson of Sacramento
- Timms Harley-Davidson
- Mothman Harley-Davidson
- Myers-Duren Harley-Davidson
- South East Harley-Davidson Sales Co.
- Harley-Davidson of Appleton

SPIFF WINNERS: RESULTS THAT PAY OFF

Dealership effort didn't just drive engagement, it drove rewards:

- Woodstock Harley-Davidson — \$1,000
- St. Louis Harley-Davidson — \$500
- Illinois Harley-Davidson — \$250
- Bumpus Harley-Davidson of Jackson — \$1,000
- Boswell's Ring of Fire Harley-Davidson — Pizza Party Winner



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