



ROLLING USA

MAY 2026

ROLLING LACONIA

MAKING THE FINAL WEEKS COUNT

LAUNCHING THE BREAKOUT SWEEPS

TEST RIDE DAYS

HOW MANY MILES HAS YOUR
DEALERSHIP LOGGED IN

LET'S RIDE CHALLENGE®
RIDE FOR HEROES?





Rolling Daytona 2026

I want to talk to you about something that I think gets lost sometimes in all the day-to-day of running a dealership.

If you are waiting on a customer to walk in your store, you are missing half your sales. Think about that. There is an old saying where I come from down in Georgia, “go fishing where the fishes are”. Get that QR code and get out of the building. Make sure your sales team has it in their phone. How many times are they at a concert or a restaurant, hand their card to somebody, and just hope that person comes back? Before that person walks away, have them scan that code. Now your sales team has their phone number, they can claim that customer, and start bringing them back.

We had a dealership in Texas go to a barbecue cook-off, created a keyword called “hot sauce”, and registered over a hundred people. Fifty-eight of them did not ride, but they registered to win a riding academy. One won a free class. The other 57 were marketed to. Eighteen people took the riding academy and five motorcycles got sold. That math does not suck. That is a good return.

The Dealer Promo tool is the gateway to making all of this work. Load your own events into it. Build your own keywords. Use it to capture data every time someone registers, because those people are telling you things about themselves every single time they engage. Who has never owned a motorcycle? Who is ready to talk financing? That data tells you how to talk to each of those people differently, and those conversations, six, eight, ten touch points are what eventually put someone on a motorcycle they bought from you. Anybody who tells you these campaigns are complicated has not let us show them how simple it really is. You do not have to manage but three keywords a week and they work across everything.

Reach out to us anytime at Help@MightyLoud.com. We will wrap around you individually and get you set up. You are never alone in this. Let's fill those CRMs up.



JESSE JAMES DUPREE
LET'S DO FUN STUFF

TEST RIDE DAYS



MAY 8 – 16

Harley-Davidson Test Ride Days | May 8-16, 2026

This nationwide event is designed to put customers in the saddle, helping them discover the performance, comfort, and excitement that only a Harley-Davidson can deliver.

Test Ride Days provide dealerships with a powerful opportunity to generate qualified leads, engage existing customers, and introduce new riders to the Harley-Davidson lifestyle. Whether someone is considering their first motorcycle or looking to upgrade to a new model, there's no better sales tool than a test ride. Be sure your dealership is prepared to capture every opportunity, promote your event through all available channels, and make the most of this high-traffic week. The more riders you get on motorcycles, the more opportunities you'll create for future sales and long-term customer relationships.



REGISTER FOR YOUR CHANCE TO WIN



MAY 8 – 16

A 2026 BREAKOUT[®]
PLUS, A \$5,000 CASH GIFT CARD





ROLLING LACONIA

*The Last Few Weeks **Are the Best Weeks***

We're heading into the final stretch of Rolling Laconia, and if there's one thing six years of these campaigns has taught us, it's this: the last few weeks are where dealerships separate themselves. Customers on the fence finally commit. Salespeople who've been meaning to take their QR code into the community finally do it. The dealerships that lean in right now are the ones that finish on top.

Laconia Bike Week is June 13th. Here's how to make the most of what's left.

Get off the sales floor. The dealerships generating the most registrations aren't waiting for customers to walk in, they're going where people already are. One afternoon at a golf tournament, a cook-off, a car show can mean 80 to 100 new registrations. Have your salespeople put the QR code on their phones. Every conversation becomes an opportunity. If it's only on the counter, it won't get used.

Make the floor work for you. Spread keywords across departments, Motor Clothes, Parts, the showroom. When a customer hunts for keywords, they walk past the jacket they want, the handlebars they keep eyeing, the CVO they can't stop thinking about. You're not just building entries, you're building desire. And don't forget your 200 vouchers, each worth an extra \$1,000 to the winner. Post on Facebook, bring them to your HOG chapter, make them feel like something worth having.

Remember: 70% of customers who eventually buy showed no purchase intent when they first registered. This campaign is how you stay in front of them until they're ready. Need help with keywords or setup? Reach us at [HelpMightyLoud.com](https://www.HelpMightyLoud.com)



ROLLING LACONIA

NOW – MAY 14, 2026



REGISTER FOR YOUR CHANCE TO WIN*

1 OF 10 TRIPS TO LACONIA MOTORCYCLE WEEK* AND AN ALL-NEW 2026 PAN AMERICA® 1250 LIMITED



ROLLING LACONIA

NOW – MAY 14, 2026



ALSO ENTER FOR A CHANCE TO WIN* A \$5,000 CASH GIFT CARD



ROLLING STURGIS TO MILWAUKEE

Key Dates - Sturgis (Part 1)

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

Key Dates - Milwaukee (Part 2)

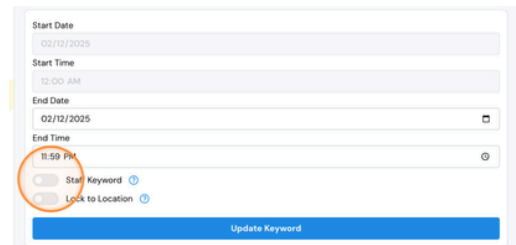
- Rolling Milwaukee Runs: July 1st - 31st
- One Day Giveaways: July 25th, 2026
- SPIFF Contest Deadline: Aug 13th, 2026
- Bike Giveaway: Sept 5th, 2026 at Milwaukee Bike Week

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.

DEALER PROMO TOOL TUTORIAL

CREATE STAFF KEYWORDS FOR A CONTEST



Staff Keywords are a great way to spark friendly competition and increase team engagement with the Dealer Promo Tool. Customers can redeem one Staff Keyword per Effort, making it easy to track performance across team members or departments. For example, if you create Staff Keywords for five employees, you can run an internal contest to see who drives the most redemptions.

This walkthrough will show you how to:

- Create a keyword
- Mark it as a Staff Keyword
- Run a report to track keyword redemptions

CREATE STAFF KEYWORDS FOR A CONTEST
 VISIT: [ROLLINGUSA.COM/DEALER-RESOURCES](https://rollingusa.com/dealer-resources)

In this tutorial, we'll attach Staff Keywords to a Dealership Effort, but they can also be used with any Rolling USA or HD National Effort.

UPCOMING TRAININGS

OFFICE HOURS & ACTIVATION SESSIONS - LIVE WEBINARS ON GETTING DOOR SWINGS WITH THE DEALER PROMO TOOL

DATE	EVENT	TIME	SKILL
May 6th	OFFICE HOURS	3:00 PM EASTERN	INTRODUCTION
May 20th	OFFICE HOURS	3:00 PM EASTERN	ADVANCED
May 26th	ACTIVATION SESSION	3:00 PM EASTERN	ROLLING STURGIS - MILWAUKEE
May 28th	ACTIVATION SESSION	3:00 PM EASTERN	ROLLING STURGIS - MILWAUKEE

Register on the Resource Page at rollingusa.com/dealer-resources



ONE SIGN-UP AT A TIME

How Kayla at St. Louis Harley-Davidson Keeps Showing Up in the Top Rankings Month After Month

Kayla is the marketing manager at St. Louis Harley-Davidson. For three months running, her dealership has ranked in the top two for registrations nationally and consistently near the top for keywords. And her customer Andrea won the Rolling Daytona motorcycle.

She didn't get there with a big budget or a special advantage. She got there by showing up every morning and doing the same things, consistently, until her team believed in it as much as she did.

Here is how she does it.

She Talks About It Every Single Day

The first thing Kayla changed was simple: she made Rolling USA part of the morning meeting. "Every morning during our meetings, I'll always say where we're at during the campaign," she said. "I'll tell them if they need to keep pushing. Either way, if we are on top, still keep pushing, because it can change really quick."

That daily rhythm keeps the program from becoming invisible. It stays top of mind for every staff member, every shift, every week of the campaign.

She Asks for One, Not a Hundred

Not everyone on Kayla's team is a natural go-getter when it comes to sign-ups. Her top performer, Teresa, thrives on competition and the staff keyword prizes. But Kayla doesn't expect everyone to match Teresa's pace.

Instead, she removes the pressure and replaces it with something achievable.

"If I see a staff member struggling, I say, just get me one sign-up today. That's all I'm asking," she explained. "Even if they feel like they'll never hit the high numbers, I try to build them up and give them the courage to at least sign somebody up."

One sign-up becomes a habit. A habit becomes three months at the top of the leaderboard.



Every person that you register helps us. I hit on that very hard.

Kayla leaned into it immediately and never stopped.

"That was their mentality too," she said. "And I was like, guys, we've had sister stores win. We've had people within the Shipper organization win. We have a chance at this."

Now she doesn't have to sell the concept. She just points back to Andrea and lets the story do the work.

She Makes It Easy for the Customer

At St. Louis Harley-Davidson, registration never stalls because a customer is uncomfortable with technology. If someone hesitates, an employee steps in and handles it for them.

"Most of the time we just take the phone from the customer and type in our stuff for them," Kayla said. "Once you're in, you're in. We tell them you just have to re-enter your bike interest next time. We try to make it really simple."

Removing that friction means fewer half-finished registrations and more completed leads in the system.

She Takes the QR Code Out Into the Community

Kayla doesn't wait for customers to walk through the door. She brings the opportunity to them.

At their monthly bike night hosted at a local bar partner, a microphone announcement to the crowd brought in a wave of new sign-ups. At a First Forum event, one of St. Louis's biggest car and bike shows with around 5,000 attendees, they were the only motorcycle dealership present. Their table was busy the entire day.



Andrea Eggleston, winner of the 2026 Harley-Davidson® Road Glide, registered through St. Louis Harley-Davidson and won the motorcycle during the Rolling Daytona promotion.

"Everybody was coming up to our table," she recalled. "We were able to get a lot of people registered that way." Every community event is another pool of potential customers who may never have walked into the dealership on their own.

"The more people we sign up, the more chances they'll have of having a winner here. How awesome would that be?"

The Takeaway

Kayla isn't doing anything that requires a special budget, a bigger team, or a perfect situation. She talks about it every morning. She keeps the ask small for staff who are hesitant. She uses a real winner to keep belief alive. She makes registration easy. And she takes the program outside the four walls of the dealership.

Those same tools are in your dealer portal right now. The question is just how consistently you use them.

Ready to start building your own streak?

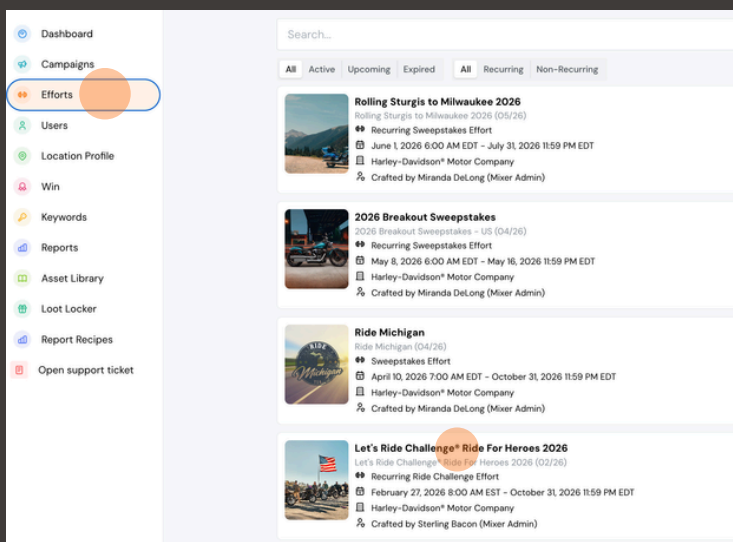
Our team is here to help you find your footing, whether you are just getting started or trying to break into the top rankings for the first time. One conversation can change how you see the whole program.

Reach out to the Mighty Loud team at help@mightyloud.com. Let's figure out your next step together.

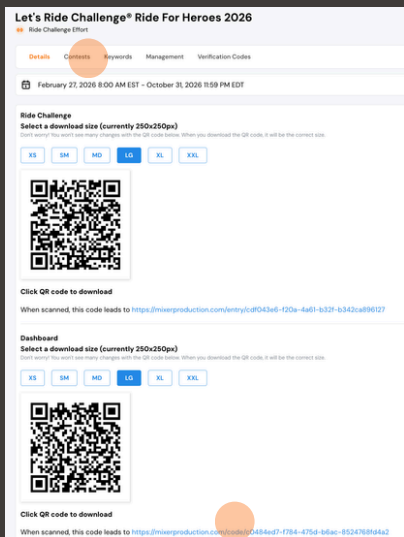
HOW MANY MILES HAS YOUR DEALERSHIP LOGGED IN

LET'S RIDE CHALLENGE® RIDE FOR HEROES?

How to check your Dealership Gauge




In the Dealer Promo Tool you will see your menu bar on the left side. In the menu bar click Efforts. Then, on the right side of the page, select the Let's Ride Challenge.

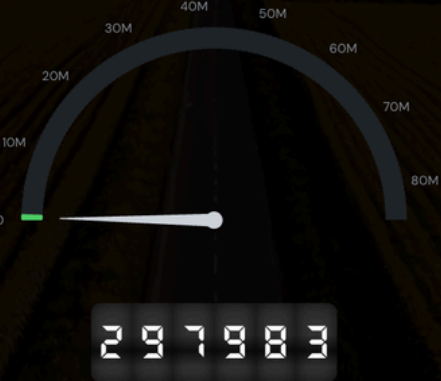


On the next page, make sure you're viewing the Details tab. You'll see two QR codes displayed. Below the second QR code under dashboard, click the URL link to open your gauge.

Optional: You can also copy this URL and add it to your website to display the gauge there as well.



EVERY MILE RIDDEN SUPPORTS OUR HEROES
FEBRUARY 27 - OCTOBER 31, 2026



Battle Creek Harley-Davidson's contribution toward the national goal of 100,000,000 miles!

TOTAL MILES 297,983	TOTAL PARTICIPANTS 422
TOTAL MOTORCYCLES 405	AVERAGE MILES 736
OLDEST MODEL 1937 W-Series (W, WL, WLA, WLC)	

Do not break the law or endanger yourself or others when riding or otherwise participating in this promotion.

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



ROLLINGUSA.COM

FACEBOOK.COM/ROLLINGUSA

BE SURE TO FOLLOW US ON FACEBOOK AND INSTAGRAM

