



# Regional Officers Connection

October 12 - 13





**UNITED WE RIDE**



# HOG ROC 2024

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**1066 Chapter**  
**Aire Valley Chapter**  
**Belfast Chapter**  
**Birmingham Chapter**  
**Black Mountains Chapter**  
**Bridgwater Chapter**  
**Celtic Thunder Chapter**  
**Chelsea & Fulham Chapter**  
**Chrome Hill Chapter**  
**Deva Legion**  
**Dunedin Chapter**  
**Fenlanders Chapter**  
**Gaelic Chapter**  
**Geordie Chapter**  
**Great Western Chapter**  
**Hogsback Chapter**  
**Iceni Chapter**  
**III Rivers Chapter**

**36 of 38**

**UK & Ireland  
Chapters here today!**



**Invicta Chapter**  
**Jersey Chapter**  
**Lakeside Chapter**  
**Lindum Colonia Chapter**  
**Mancunium Chapter**  
**Nene Valley Chapter**  
**New Forest Chapter**  
**Oxford Chapter**  
**Plymouth Chapter**  
**Red Rose Chapter**  
**Rolling Hills Chapter**  
**Rutland Chapter**  
**Sherwood Chapter**  
**St. Leger Chapter**  
**Stoke Chapter**  
**Thames Valley Chapter**  
**Welsh Dragon Chapter**  
**Wolfruna Chapter**



**HOG**

**UK & Ireland Performance**

# What a year!



## MILES AHEAD

Two riders who've recently surpassed the 200,000-mile mark on their Harleys share some of the experiences they've had along the way.

## HOW TO BUILD A 'KING OF THE BAGGERS'

Jamie Scholter's build replicates one of the fastest and most powerful Harley-Davidson® race bikes ever built.



# UK & Ireland



## Total Members

UK: 12,018  
 Ireland: 352  
 EMEA: 94,049  
 Global: 629,388

## Ladies of Harley

UK: 1,634  
 Ireland: 38  
 EMEA: 13,453  
 Global: 63,183

## Chapter Members

UK: 5,757  
 Ireland: 138  
 EMEA: 30,245  
 Global: 117,613



**HOG**

**2024**



## Events

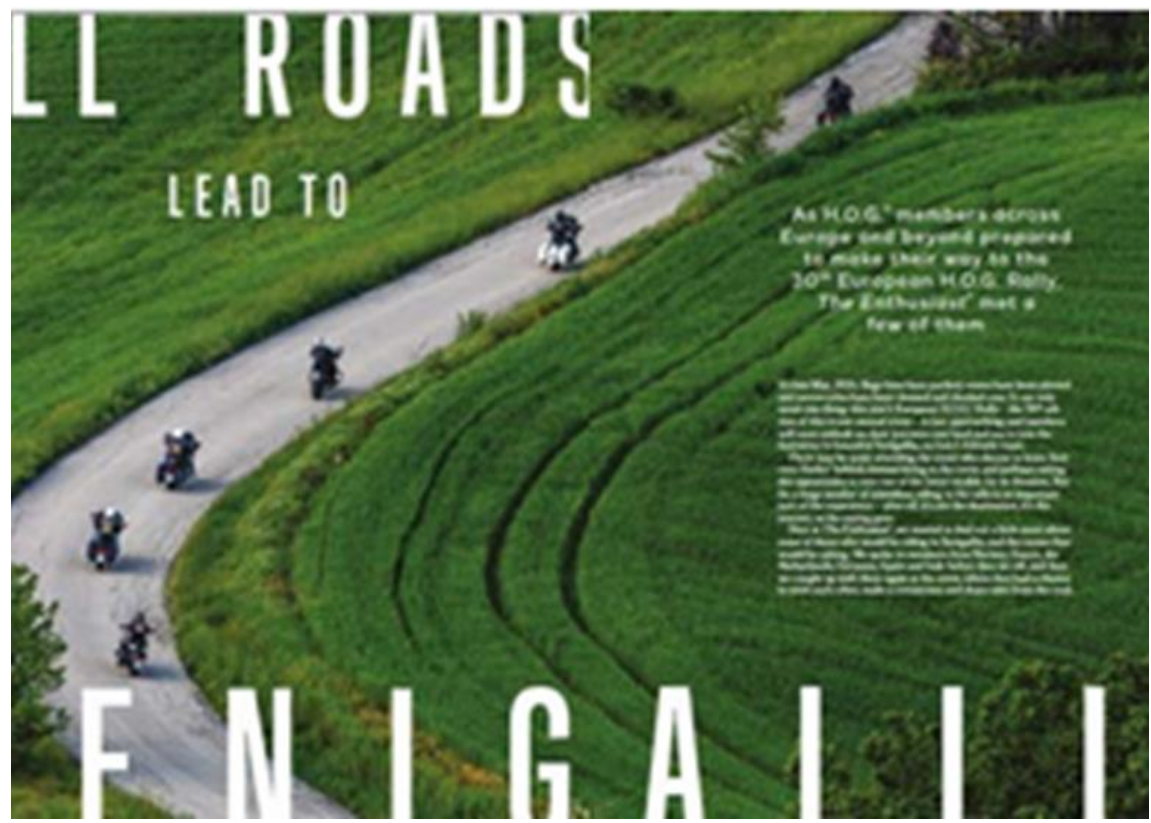
### Great seeing you on the road!

- An iconic European H.O.G. Rally in Senigallia, Italy with over 90k attendees!
- Homecoming, in Milwaukee, had 60k attendees celebrating Willie G
- A successful European Bike Week with 100k attendees
- 15 UK & Ireland local Chapter-run rallies – with multiple sold-out & already filling up for 2025!
- 7 Experience Tours supported by local chapters



# WELCOME TO YOUR HARLEY OWNERS GROUP ADVENTURE

one-stop-shop for stories about life with Harley-Davidson motorcycles; from members' ride interviews with inspirational people to tales from the Motor Company's archives. And, local photos and stories from closer to home. United we ride.



## Benefits

### Aiming for excellence

- The Enthusiast App has now been discontinued but has been replaced by a member only web-based “**H.O.G. Stories**” solution – find all your newsletter articles and latest H.O.G. stories there!
- The **printed magazines** has been localized, with nearly half of the stories coming from our region and your market.
- We are continuing to see a decrease in both complaints/loss and **delivery timeframe** for our membership kits.
- We have fixed some of our recent issues with our **database** and are implementing on-demand solutions if anyone is impacted moving forward.
- A lot of attention and efforts have also been put on explaining our offer and **benefits** better – more will be revealed in the coming months.

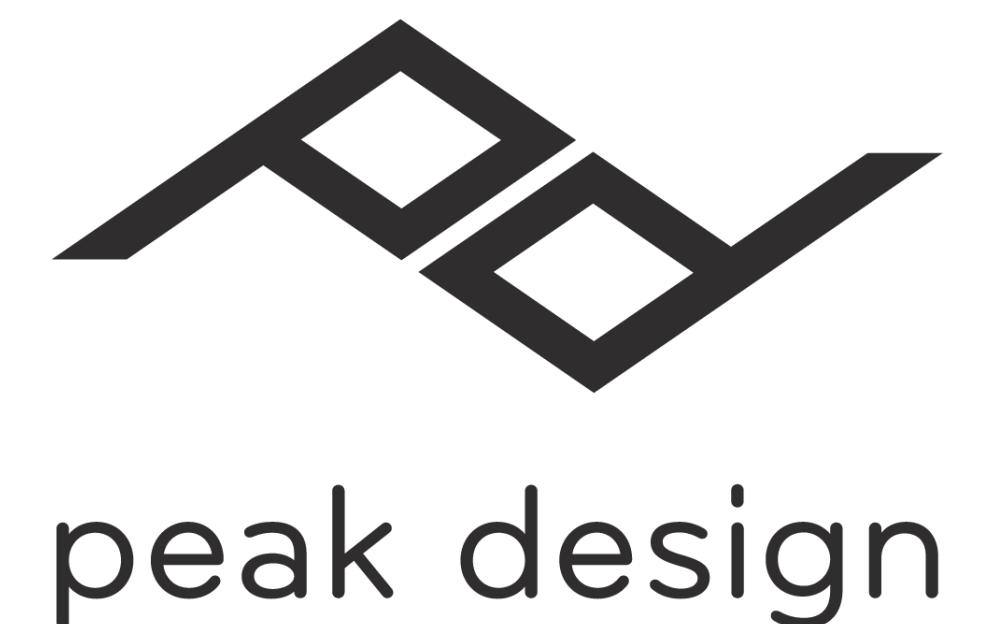


## Partnerships

### Growing and focusing on relevance

- We are continuing and improving our offers with Insta360 & Weber
- We have launched our partnership with Quad Lock & Vue Cinemas
- We will be launching later this year new partnerships such as Wingman of the road, a motorcycle-based camping solution
- These are for you, so let us know what you would like to see more – and less - of!
- Contact HOG Member Services if you're unsure: [customerservices@hog-europe.com](mailto:customerservices@hog-europe.com)

## H.O.G. Partnerships





**HOG**

**More in 2024**

# New Members-Only Website

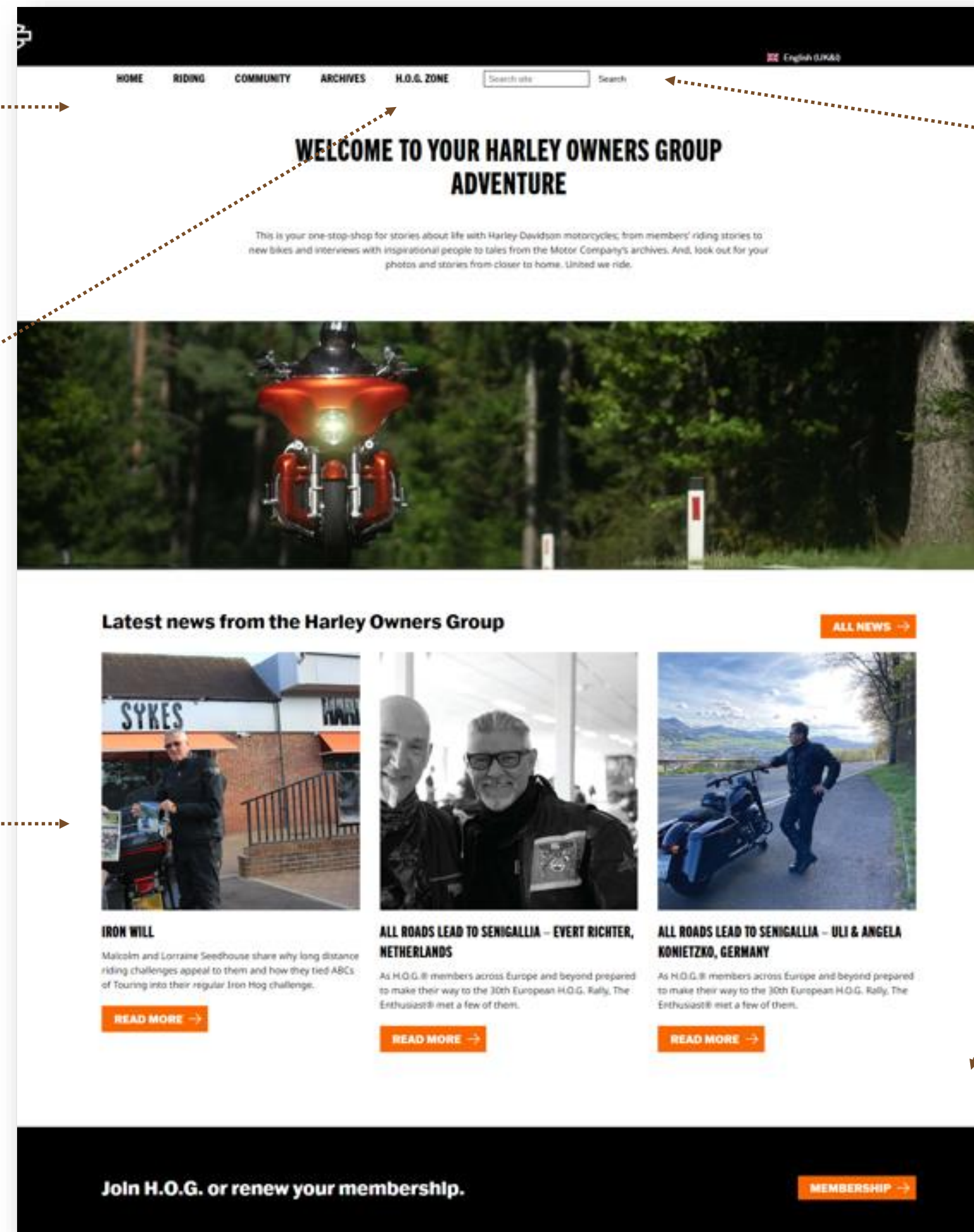
<https://hogstories.harley-davidson.com/gb/>

Articles are arranged into relevant categories & previous articles can be viewed in the Archives

H.O.G. Zone contains member benefit info & links

Articles are accessible only by entering a valid HOG membership number & matching account surname.

If you come straight from a HOG Newsletter – sign-in is not required



Can search the site for certain key words or topics of interest

Ability for people to join HOG or renew membership

Can also submit photos or stories for consideration via the banner that says "Share your photos and stories from the road"

**Managed by Dialogue Agency – Alan Dykes is here this weekend!**

# Share your photos & stories!



## SHARE YOUR PHOTOS AND STORIES FROM THE ROAD

Your adventure, your way! Share your photos, videos and stories with the Harley Owners Group using this form. Just fill in the details below and upload your media. We may feature your content here on the official Harley Owners Group content hub, on official Harley Owners Group social media or in printed magazines so it's essential you give us permission to do so below. All fields marked (\*) are mandatory. You can also share images/video with us on social media using the hashtag #HOGSNAPS.

DETAILS	SOCIAL MEDIA LINK: (SO WE CAN TAG YOU...)
* First name <input type="text"/>	Instagram link/handle: <input type="text"/>
* Last name <input type="text"/>	Facebook link/handle: <input type="text"/>
* Email address <input type="text"/>	Other social link/handle: <input type="text"/>
* Country: Please select <input type="text"/>	
Telephone number: <input type="text"/>	
H.O.G. Chapter (if you are a member of a chapter): <input type="text"/>	

Input your details. Some fields are required, some are optional – including telephone number and chapter. Remember it will help us to communicate with you for more information or to classify the images or story if you put in these additional details.

**Make sure you tick the permissions boxes!**

Social profile links are optional, but where possible we'll tag you if we use the images on social if you provide them

Even if you're just submitting an image or images, do provide a description.

\* Describe your content (what it is about, where you are, who is with you, the reason you are sending it to the Harley Owners Group):

\* By sharing content and information with us you are giving express permission for the Harley Owners Group and Harley-Davidson to share it in web, print and social media, crediting you. We must have your permission to do this so please tick this box to confirm consent.

\* We may also want to contact you regarding the content you have shared in order to check something or ask for additional information, please tick this box to confirm that it is OK to do so at the email address you have supplied above and/or the phone number, if you have supplied one.

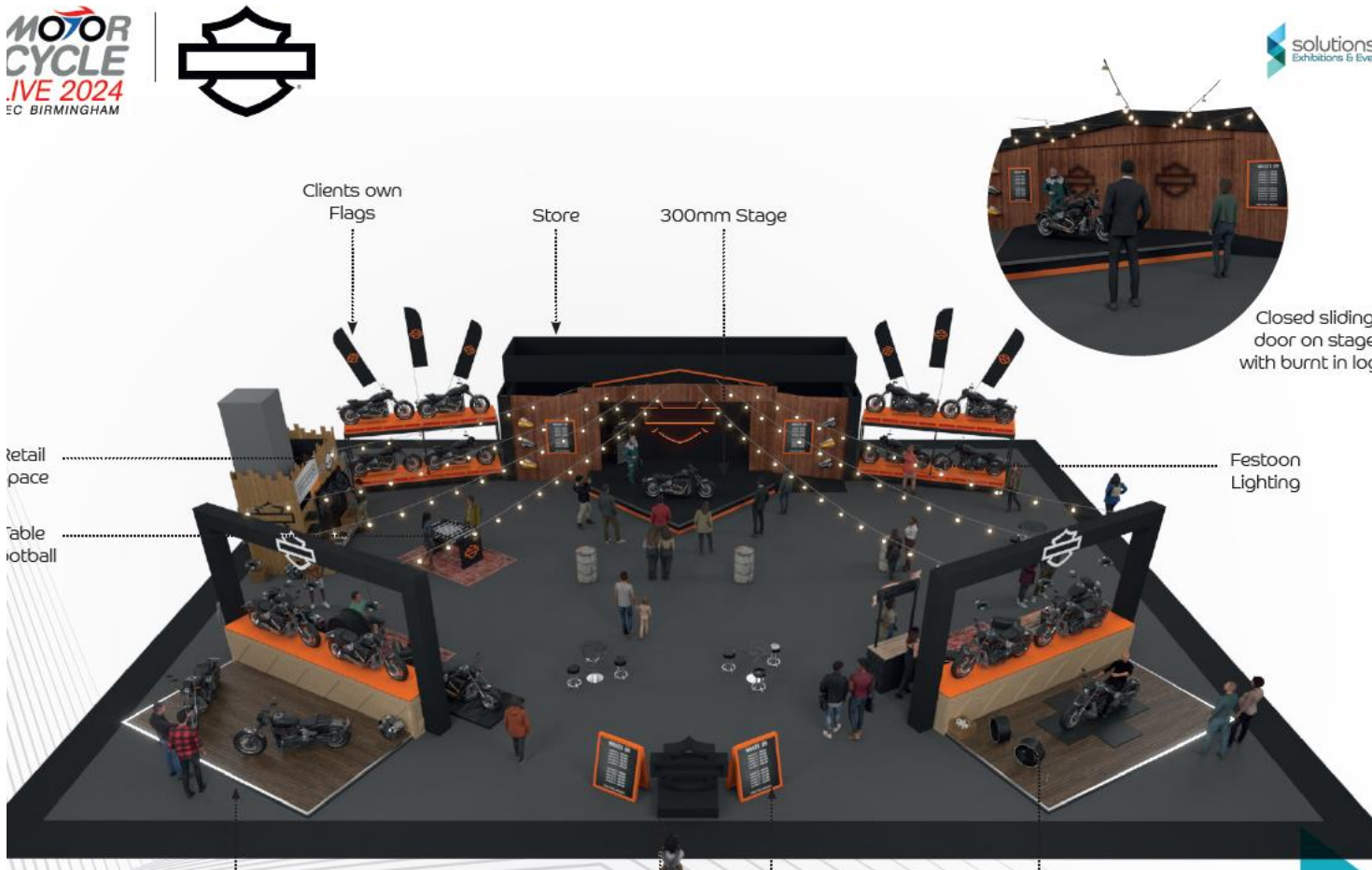
**Note:** The file types you can upload here are: JPEG, PNG, HEIC for photographs and MP4 or 3GP for video with a maximum file size of 24mb. You can upload up to 8 files. If you are not able to upload files, please check that they are in one of these file formats and under 24Mmb. Otherwise contact [enthusiast.int@harley-davidson.com](mailto:enthusiast.int@harley-davidson.com) to discuss how to upload larger/different files.

Drag & Drop Files Here or Browse Files 0 of 8

For logistical reasons there's a 24Mb limit on uploads but you can also send a link for images or video elsewhere to the following email address:

**[enthusiast.int@harley-davidson.com](mailto:enthusiast.int@harley-davidson.com)**

# ROC Exclusive Sneak Peek – Motorcycle Live @ NEC 2024



The Hog logo is rendered in a stylized, outlined font. The letter 'O' is replaced by the Harley-Davidson shield logo. The logo is centered in the upper half of the image.

**HOG**

The year '2025' is written in a bold, white, sans-serif font, positioned in the lower center of the image.

**2025**







## 2025 EMEA HOG Events

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**Looking forward to seeing you on the road!**

- Harley-Davidson Euro Festival comes back for the first time since 2018, – 8<sup>th</sup> to 11<sup>th</sup> of May
- European H.O.G. Rally in Medulin, Croatia – 12<sup>th</sup> to 15<sup>th</sup> of June
- Homecoming, in Milwaukee – 10<sup>th</sup> to 13<sup>th</sup> of July
- European Bike Week – 2<sup>nd</sup> to 7<sup>th</sup> of September



# 2025 UK & Ireland Events

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## H-D Events & Experience Tours

- **Motorcycle Live** – NEC Birmingham | 16 – 24 November, 2024
- **MCN London Motorcycle Show** – The Excel, London | 14-16 February, 2025
- **ABR Festival** – Ragley Hall, Warwickshire | 27 – 29 June, 2025
- **Experience Tours**  
Looking at hosting at 5 – 7 locations throughout April - September, suggestions welcome

## HOG UK & Ireland Chapter Rallies

- A list was collected at ROC and included in this slide deck
- Any rallies missing, please email [hogukandireland@harley-davidson.com](mailto:hogukandireland@harley-davidson.com)

# UK & IRELAND RALLIES

## MAY

2 – 5 MAY | Cider Rally | [Bridgwater](#)

16 – 19 MAY | Iron Hose Rally | [St. Leger](#)

## JUNE

13 – 15 JUNE | Rumble Rally | [Great Western](#)

20 – 22 JUNE | Oak Tree Rally | [Black Mountains](#)

27 – 29 JUNE | Horseshoe Rally | [Rutland](#)

27 – 29 JUNE | Roar on the Moore | [Aire Valley](#)

## JULY

3 – 6 JULY | Wake the Lakes | [Red Rose](#)

11 – 13 JULY | Medieval Rally | [Sherwood](#)

24 – 27 JULY | East of England | [Fenlanders](#)

## AUGUST

1 – 4 AUG | Hog n' Bog | [Belfast](#)

14 – 16 AUG | Heart & Soul | [Geordie](#)

15 – 16 AUG | Cirencester | [Hogsback](#)

22 – 25 AUG | Thunder in the Glens | [Dunedin](#)

## SEPTEMBER

4 – 7 SEPT | Rally in the Valley | [Deva Legion](#)

12 – 14 SEPT | Hogs Around the Rock | [Jersey](#)

12 – 14 SEPT | Concursum | [Lindum Colonia](#)

12 – 14 SEPT | Dragon Fever | [Welsh Dragon](#)

A group of motorcyclists is riding down a paved street. The lead rider in the foreground is wearing a helmet with a red, white, and blue American flag design. Other riders are visible in the background, some wearing dark clothing and helmets. The street is lined with a stone wall on the right and trees on the left. The overall scene is captured in a cinematic style with soft lighting.

**HOG**

**Who's Who?**

# HOG Partners & Guest Speakers



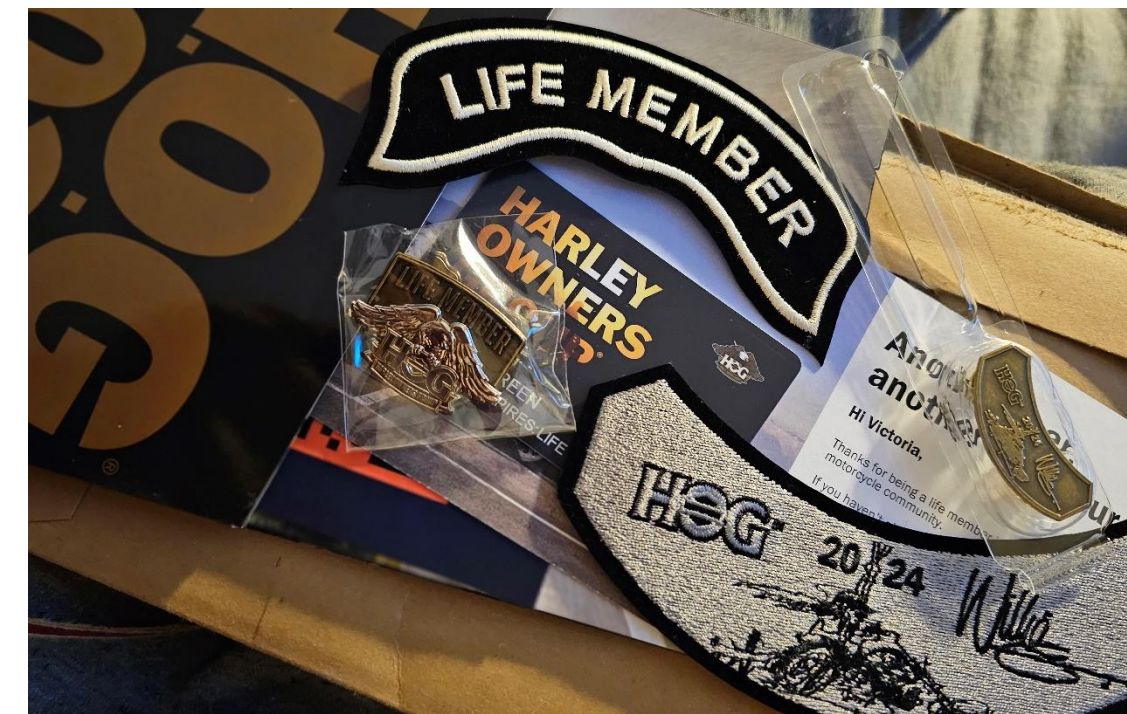
**H-D Insurance**

**Cameron Mills**



**TOUR1**

**Gary France**



**Orange & Black Tours**

**David Grist**



**Jekill & Hyde Exhausts**

**Frank Evers**

# HOG Support Teams



**HOG Member Services**  
**Andrew Macleod**



**HOG EMEA**  
**Yannick Foulon**



**HOG Merch**  
**Emma Biddlecombe**



**Enthusiast Mag & Website**  
**Alan Dykes**



**RBP Agency**  
**Nina Shipley**  
**Sian Flavell**

# UK & Ireland Regional HOG Team Volunteers



Role Title	Name
UKI Regional Secretary	Jo Bacon
UKI Rally & Event Officer	George McGuire
UKI Ladies of Harley Officer	Suz Paterson
UKI Ladies of Harley Officer	Emma Poole
UKI Social Media Officer	Pablo Sancho
UKI Content Creation Officer	Manos Mood
UKI Orphan Chapter Coordinator	Martin Dickinson
Director Liaison - Ireland	John Power
Director Liaison - UK North	Steve Spencer
Director Liaison - UK South	Richard Kent
Director Liaison - UK Midlands & RC Trainer	Jeff Bacon
UKI Demo Lead & RC Trainer	Matt Green
UKI RC Trainer	Gordon Dick
UKI RC Trainer	Gareth Swanson
UKI RC Trainer	Elaine Shepherd

Should you wish to contact any member of the Regional Team, please email:

[hogukandireland@harley-davidson.com](mailto:hogukandireland@harley-davidson.com)

## Key Contacts

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**Vicki / HOG Team:**

[hogukandireland@harley-davidson.com](mailto:hogukandireland@harley-davidson.com)

**HOG Member Services:**

[customerservices@hog-europe.com](mailto:customerservices@hog-europe.com)

**The Enthusiast / HOG Stories:**

[enthusiast.int@harley-davidson.com](mailto:enthusiast.int@harley-davidson.com)





**Thank you!**

