



2025 Harley-Davidson® H.O.G. Referral Program FAQs

This FAQ provides talking points to help answer common questions about the 2025 Riding Academy H.O.G. Referral Program.

2025 Riding Academy H.O.G. Referral Program

Q: “What is the Riding Academy H.O.G. Referral Program?”

A: The 2025 Riding Academy H.O.G. Referral Program is an exclusive offer available solely to existing US Harley Owners Group® members. It rewards H.O.G.® members for sharing a VIP Referral Card with an individual interested in learning to ride at a Harley-Davidson® Riding Academy.

Q: “How does the RA H.O.G. Referral Program work?”

A: The 2025 H.O.G. Membership Kit will include a Riding Academy VIP Referral Card. That VIP Referral Card will have a unique code tied to that H.O.G. Member, for \$100 off a Harley-Davidson® Riding Academy license-waiver course. The H.O.G. member will give the VIP Referral Card to anyone interested in learning to ride, and once that person completes the Riding Academy course, that H.O.G. member will be rewarded.

- Lifetime H.O.G. members will receive 5,900 membership points.
- Annual H.O.G. members will receive a one-year membership extension, free.

Q: “Can anyone use the VIP Referral Card?”

A: Yes, anyone interested in learning to ride or who knows how to ride, but does not have their M Endorsement, can use the VIP Referral Card at any participating Harley-Davidson® Riding Academy.

Q: “Does each H.O.G. Member only receive one VIP Referral Card?”

A: Yes, each H.O.G. member will receive one exclusive VIP Referral Card in their 2025 H.O.G. Membership Kit, or Guide. The H.O.G. members' VIP Referral Card is associated with their H.O.G. Membership, with a unique code, and that is how they will be rewarded.

Q: “What if the H.O.G. Member loses their VIP Referral Card?”

A: If the H.O.G. member loses their VIP Referral Card, they can call the H.O.G. Customer Service to retrieve their VIP Referral Code verbally.

Q: “When can someone sign up for a Riding Academy course, using the VIP Referral Card?”

A: This exclusive offer is valid January 1, 2025, through December 31, 2025. The offer can be applied to any Riding Academy license-waiver course that is completed by December 31, 2025. Limit of one VIP Referral Card per H.O.G. member and student.

Q: “What happens if the H.O.G. member gives the VIP Referral Card to someone who doesn’t show up for class?”

A: Individuals who register for an eligible course are subject to the terms and conditions of the dealer's cancelation policy. Promo codes associated to no-show students are not reimbursed to dealers. The H.O.G. member tied to that student will still receive their Membership reward.

Q: “What classes are the VIP Referral Card good for?”

A: The VIP Referral Card is only eligible on H-D Riding Academy license-waiver courses completed between January 1, 2025, and December 31, 2025. Consumers participating in classes outside of this timeframe do not qualify and will not be honored for redemption or receive credit. *Exceptions will not be made. If you adjust an enrollment made prior to January 1, 2025, and apply this promo code, you will not be reimbursed.*

Q: “What if a customer is enrolled in a class that begins prior to January 1, 2025?”

A: Classes or enrollments occurring prior to January 1, 2025, are not eligible for the H.O.G. VIP Referral promotion. However, we’re hopeful the H.O.G. member will find another person who wants to learn to ride this year.

Q: “What if a customer is already enrolled in an eligible Riding Academy class prior to receiving the VIP Referral Card, and asks me for the discount?”

A: The unique H.O.G. Referral Card code must be applied at time of registration between January 1, 2025 – December 21, 2025, to qualify for the offer. The code cannot be applied to enrollments that occurred prior to this promotion timeframe.

Q: “What happens if the referred student signs up for class, and receives a message saying the code is invalid or has already been applied?”

A: If the person who receives the VIP Referral Card signs up for class and receives an “invalid code” or “code has already been applied” message, verify that the code was entered correctly, and the class is scheduled to occur in 2025. For additional help, please contact the Call Center.

Q. My dealership offers classes for \$99. Will the \$100 promo code still work?

A. Yes. The promo code will still work.

Q. Can the H.O.G. Member use this code for themselves?

A. Yes, they can. H.O.G. member recipient may use promo code themselves, and still receive reward. H.O.G. members will receive a 12-month extension to their membership effective as of the current membership expiration date. H.O.G. Lifetime members will receive 5,900 loyalty points (a \$59 value) in lieu of a one-year H.O.G. membership extension.

REIMBURSEMENT:

Q: “How does a dealer get reimbursed for the RA offer?”

A: The dealer MUST close all eligible classes in the SMS within 30 days of the last day of class, in order to be reimbursed for the 2025 Riding Academy H.O.G. Referral Program offer. HDMC will run reports on a monthly basis in SMS and issue credits based on classes closed each month with promo codes applied. Any courses with the *H.O.G.-HDRA 2025 Referral Program* offer promo codes that are closed later than 30 days from the last day of the class will not be eligible for reimbursement.

Credit memos will be applied to dealer P&A accounts and the credit memo numbers will be uploaded into SMS allowing dealers to reconcile their accounts. A report in the SMS called: *HDMC Promo Code Report with Credit Memos* can be run to locate all customers who have used an HDMC promo code at enrollment and whether a credit memo is present next to their enrollment or not.

Q: “What if the H.O.G. referred Student fails the Class?”

A: If the student fails the Riding Academy class, HDMC will still reimburse the dealer for \$100 of the fee for the failed class but the student will have redeemed their one offer per customer and will not be eligible for the offer a second time. HDMC will not reimburse dealers for no-shows as dealers are able to charge a customer the full cost of the course if they do not meet your cancellation policy.

The H.O.G. Member will still be rewarded if the student fails the course.

Contact: Dealer Services, (800) 664-7762 with questions not addressed in this FAQ.