

Every mile counts. Now they count more.

Here's how it works.

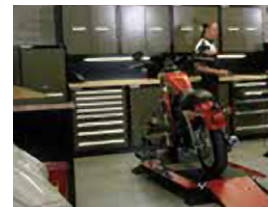
1. Join H.O.G.®

H.O.G.® members who are qualifying H-D™ Visa® cardmembers can earn points for the miles they ride. Join at hog.com.



2. Roll in to your dealership

Bring your H-D® bike into your H-D® dealership and get an odometer reading to activate the benefit for that bike.



3. Ride

The fun part. Every mile on your bike earns you rewards.



4. Check in

Check back in at your H-D® dealership for another odometer reading to earn points for the miles you rode. Then get back to riding — and earning.



Full Rules

- Eligibility for the Harley-Davidson® Genuine Rewards Program ("Program"), the awarding of the Points, including the form, use and acceptance of the Rewards (as defined below), and the awarding and redemption of Points, are subject to the terms and conditions of the Cardmember Agreement. Noncompliance with the terms and conditions set forth in the Cardmember Agreement will cause forfeiture of any Points balance in your Harley-Davidson® Visa Signature® or Harley-Davidson® H.O.G.™ Elite Visa Signature® Account (collectively "H-D™ Visa®").
- To earn and be awarded points for miles ridden ("Point(s)"), the Primary H-D™ Visa Signature® or H-D™ H.O.G.™ Elite Visa Signature® cardmember must have an account that is open and in good standing and be an active U.S. H.O.G.® Member ("Qualifying Cardmember"). H.O.G. Member types include: Lifetime H.O.G., H.O.G., Lifetime Associate, Associate and Passenger.
- To activate the benefit after becoming a Qualifying Cardmember, an initial odometer reading must be recorded at a participating H-D® dealership or by an alternate Harley-Davidson® authorized recording method for each VIN. Each subsequent odometer reading for that VIN will earn the Qualifying Cardmember points. H-D™ Visa Signature® cardmembers earn 1 point for each mile ridden. H-D™ H.O.G.™ Elite Visa Signature® cardmembers earn 2 points for each mile ridden. Cardmembers can earn up to 50,000 points per calendar year. Qualifying Cardmembers explicitly consent to the sharing of mileage information with U.S. Bank by requesting an odometer reading at a participating dealership or by utilizing an alternate Harley-Davidson® authorized recording method.
- Points will be awarded 8-12 weeks from odometer reading, unless further verification is requested for award. U.S. Bank reserves the right to request verification of odometer readings before awarding Points. Instances that may require verification include, but are not limited to, mileage calculations resulting in 10,000 miles or more. Rental agreements, maintenance records, H-D® Connect data, GPS data, personal sales receipts (i.e. fuel receipts) and other items may be requested as verification.
- Points earned for miles ridden will be added to and treated the same as points awarded in the Program.
- The first name, last name and address of the H-D™ Visa account must match the same data fields within the H.O.G.® Membership record. If this match cannot be made, the Points will not be awarded.
- Odometer readings must be entered into the Harley-Davidson® owned database which is designated by the Harley Owners Group® riding group (H.O.G.®) to record miles. This database is managed and maintained by Harley-Davidson® and qualifying, verifiable odometer readings are subject to the sole discretion of the H.O.G.® team and may be adjusted by H.O.G.® at any time, for any reason without notice.
- Mileage awarded is determined solely by Harley-Davidson® and U.S. Bank cannot control how Harley-Davidson® chooses which miles qualify.
- Harley-Davidson® motorcycle must be owned or rented by the Qualifying Cardmember to be eligible to earn Points. Valid VIN's will start with 1HD1, or as otherwise determined eligible by Harley-Davidson ("Qualified Motorcycle").

HARLEY – DAVIDSON® VISA®

- Mileage will be calculated for each Qualified Motorcycle and totaled to determine the total mileage award earned each month. Each full mile is worth one Point for H-D™ Visa Signature® and two Points for H-D™ H.O.G.™ Elite Visa Signature® cardmembers. Up to 50,000 Points will be awarded per calendar year. Points are awarded based upon the year of the ending odometer reading, even if Points do not appear in the Qualifying Cardmember's account until the next calendar year.
- Any miles reported over 50,000 can still be recorded in the database and leveraged for other H.O.G.® Mileage Programs, but will not receive Points for this H-D™ Visa® benefit.
- In the event that a Qualifying Cardmember changes eligible card products, Points are applied to the card product the Qualifying Cardmember has as of the date of the reading.
- Points will only be awarded for one card account per Qualifying Cardmember. If any Qualifying Cardmember has either two H-D™ Visa Signature® accounts or two H-D™ H.O.G.™ Elite Visa Signature® accounts, points will be awarded to the account with the highest Program Points balance, or the most recently opened account if balances are equal. If any Qualifying Cardmember has both an H-D™ Visa Signature® card and an H-D™ H.O.G.™ Elite Visa Signature® card account, points will be awarded to the H-D™ H.O.G.™ Elite Visa Signature® account to earn 2 Points for each mile ridden.
- Points may be adjusted at any time by Harley-Davidson® or U.S. Bank if it's discovered that they were awarded inconsistent with the rules of this mileage benefit or erroneously awarded due to entry errors in the H.O.G.® mileage program database. If a Qualifying Cardmember would like to appeal the award of Points for miles ridden they must contact Harley-Davidson® within 90 days of the awarding of Points.
- Points awarded for this benefit may be subject to tax reporting according to IRS tax reporting regulations. Cardmembers are responsible for all taxes arising for the Points or this Program; consult your tax advisor for more information.
- These features, offers and benefits are non-transferable, subject to local law and may be changed or discontinued at any time, for any reason, with or without notice.