



HOG Australia & New Zealand History 101
The History of the Harley Owners Group in Australia & NZ
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This is a “living” history of HOG in Australia and New Zealand gathered from many sources but primarily Hog Tales, members.hog.com and chapter websites. It is not the official version but will be updated as you send me corrections and updates. I’ll endeavour to post them on the Heavy Duty website at www.heavyduty.com.au. Email me at mike_hess43@hotmail.com.

1920 Ray Weishaar and the "hog boys" adopted a small pig as their unofficial mascot which led to the fans calling the team the “hogs.” In 1999 US courts ruled that “hog” was a generic term for large motorcycles and therefore could not be a trademark. In 2006 H-D changed its NYSE ticker symbol from HDI to HOG.

1969 Harley-Davidson merges with the American Machine and Foundry Company (AMF).

1981 Thirteen Harley-Davidson senior executives sign a letter of intent to purchase Harley-Davidson Motor Company from AMF. By mid-June, the buyback is official, and the phrase "The Eagle Soars Alone" becomes a rallying cry with a ride from York-to-Milwaukee.

1982 The buyback team decides to form an “affinity group” which becomes the Harley Owners Group.

1983 Harley-Davidson launches HOG signing up some 33,000 members – in two countries: the United States and Canada. Membership number 0000001 went to Harley- Davidson CEO Vaughn Beals. *Hog Tales* magazine debuts. Though its format has changed considerably over the years, its purpose has remained the same: to be the "Journal of the HOG Experience." The HOG Fly & Ride program offered four destinations: Miami, Florida; Orlando, Florida; Honolulu, Hawaii; and Frankfurt, Germany. Today it is offered in 40 cities.

1984 HOG stages two North American national rallies (independent of any pre-existing motorcycle event): one in Reno, Nevada and one in Nashville, Tennessee. Combined attendance is close to 3,000. The HOG ABCs of Touring is introduced.

1985 The first dealer sponsored HOG chapters are formed with 49 by the end of the year. Some say that Sauk Trail HOG Chapter is the first but there is no official first HOG chapter.

1986 Ladies of Harley is established. Harley-Davidson Company was listed on the American Stock exchange for the first time since 1969. One year later, the company moved to the New York Stock Exchange.

1987 Oz HOG was formed as the first chapter outside of North America and the first in Australia by Peter Stevens Motorcycles. Its first official ride was to Cobram in February 1988. For that reason Oz HOG celebrates its commencement as a chapter in 1988.

1988 HOG celebrates its 5th Anniversary at the US National Rally in Asheville, North Carolina. Earlier that summer, Harley-Davidson celebrated its 85th Anniversary in Milwaukee. New South Wales Australia Chapter formed.

1989 The HOG Mileage Merit Program began. Brisbane Chapter Australia and The Gold Coast Chapter Australia formed.

1990 The first National Australia HOG Rally is held at Dubbo NSW. The Adelaide Chapter South Australia and Darwin Chapter formed.

1991 The 2nd National Australia HOG Rally is held at Wellington NSW. Ringwood Chapter and Rockhampton Chapter Australia formed.

1992 The 3rd Australia National HOG Rally is held in Darwin NT. Blacktown Chapter, Brunswick Victoria Chapter, Cape York Chapter Australia, Capricorn Chapter, Geelong Chapter (under the name Southcoast Chapter), Liverpool Chapter Australia, Mackay & District Qld Australia and Townsville Chapter Australia formed.

1993 The 10th Anniversary of HOG was celebrated in Milwaukee with 20,000 attendees. The Motor Company celebrated its 90th Anniversary in Milwaukee with an estimated 100,000 participants riding in a parade of motorcycles. The 4th National Australia HOG Rally is held at Cobram Vic. Monaro Chapter NSW Australia, Perth Chapter Western Australia and Tasmania Chapter formed.

1994 The 5th Australia National HOG Rally in Hahndorf SA with 1,200 attendees. Alice Springs Chapter and West Coast Sth OZ Chapter formed. HOG has 250,000 members.

1995 The HOG Mileage Program is introduced, replacing the original Mileage Merit Program. The 6th National Australia HOG Rally is held at Mackay Qld. Central Coast Chapter formed.

1996 The 7th Australia National HOG Rally is held in Perth WA. Gladstone Chapter Australia, Inverell Northern Chapter and Southport Chapter formed.

1997 The 8th National Australia HOG Rally is held at Launceston Tas. Canberra Chapter, Illawara Chapter Australia and Port Macquarie Chapter formed.

1998 The 15th HOG Anniversary is held in Milwaukee with more than 53,000 members from 42 countries attending. Harley celebrates its 95th Anniversary. The 9th Australia National HOG Rally was held at Southport, Qld. Wide Bay Chapter formed.

1999 The Hog.com website is introduced. The 10th National Australia HOG Rally is held at Canberra ACT. Riverina Chapter and Wagga Wagga Chapter Australia formed.

2000 The 11th National Australia HOG Rally is held at Mooroopna Vic. Horsham Chapter Victoria Australia and Mount Isa Chapter formed. HOG has 500,000 members.

2001 The 12th National Australia HOG Rally is held at Surfers Paradise Qld.

2002 The Harley-Davidson Open Road Tour celebrating the 100th Anniversary of Harley-Davidson kicks off at the 19th Annual HOG Rally in Atlanta, Georgia. The 13th National Australia HOG Rally is held at Perth WA.

2003 The Open Road Tour comes to Sydney Olympic Park with over 20,000 tickets sold. Hundreds of thousands of enthusiasts from around the globe converged on Milwaukee to celebrate the 100th Anniversary of the Harley-Davidson Motor Company. HOG members celebrated the 20th Anniversary at CLUB HOG XX. HOG reaches the 750,000-member milestone.



2004 The 14th National Australia HOG Rally is held at the Gold Coast Qld. Kelly Country Albury Chapter formed.

2005 The 15th Australia National HOG Rally sets a world record as 2,000 riders encircle Uluru then travels on to Alice Springs.

2006 HOG exceeds one million members. The 16th National Australia HOG Rally is held at Airlie Beach Qld. Sydney HOG Chapter formed.

2007 The 17th National Australia HOG Rally is held at Nuriootpa SA.

2008 HOG has 1,098,000 members in 1,423 chapters in more than 130 countries with Australia having 18,000 members and 44 chapters. New Zealand has 3,000 members and six chapters. The 18th National Australia HOG Rally will be held at Lennox Heads NSW.



Tex

Mikehess43@ozemail.com.au