

Published based on [Harley-Davidson To Set Up HOG](#)

# Harley-Davidson To Set Up HOG



Harley-Davidson India plans to set up Harley Owners Group, popularly known as HOG. The Harley Owners Group is a sponsored community marketing club, operated by Harley-Davidson for enthusiasts and is the granddaddy of all community-building efforts, serving to promote not just a consumer product, but a lifestyle. The Harley Owners Group was created in 1983 as way to build longer-lasting and stronger relationships with Harley-Davidson's customers, by making ties between the company, its employees, and consumers.

"We are planning to start the Harley Owners Group sometime in October. Any person who buys a Harley bike automatically becomes the member of HOG," Harley-Davidson's Director (Marketing), Sanjay Tripathi said.

You can also find this article published on [Harley-Davidson To Set Up HOG](#), and on the tag pages [Harley-Davidson](#).