



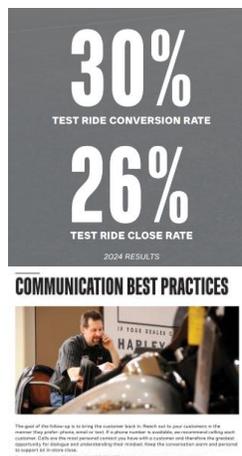
Schedule Test Ride Website Landing Page

- Dedicated page focused only on scheduling a test ride
- Makes it quick and easy for customers to complete the lead form
- Ensures Digital Advertising ads drive customers directly to the right action
- Recommended per the H-D Dealer Website Policy & Guidelines

Recommended Next Steps to Optimize Your Digital Strategy

1. Align your landing page content with the messaging used in your ads
2. Ensure the lead source is correctly set to match your campaign goals
3. Prioritize these leads internally, as they often convert at a higher rate
4. Use 'Test Ride' lead handling templates for consistent follow-up
5. Review the landing page on mobile to ensure a seamless experience

For more information, go to the [H-D Test Ride Best Practices Guide](#).









DON'T MISS YOUR CHANCE TO TRY OUT THE 2025 MODEL LINEUP. WHICH ONE WILL YOU DEMO FIRST?

Digital Advertising Test Ride Heavy Up Campaigns

Test Ride campaigns use dedicated assets and tailored ad copy to boost awareness and capture demand—targeting high-intent audiences to drive leads and test rides.

Heavy Up engaged dealers see increased leads, conversions, website visits, and foot traffic!

UPCOMING HEAVY UPS:

Meet Your Match National Test Ride Month- Enroll

End of Year Test Ride Surge- Enroll

LEARN MORE & ENROLL TODAY AT [Harley-davidsondigital.com](https://harley-davidsondigital.com)

Questions? Contact your Virtual Marketing Consultant at 1-833-886-7221 or by email at info@harley-davidsondigital.com.