

## How To Register

Registration and mileage check-in must be done in person\* at Bob's BMW Service Department, Tuesday-Friday 9am-5:30pm and Saturday 9am-3:30pm (see below for specific dates).

Want to participate but not "local"? If you are a member of a chartered motorcycle club and are interested in participating, contact [hanna@bobsbmw.com](mailto:hanna@bobsbmw.com) directly for more details on how you can get involved. Visit [www.bobsbmw.com/polarbear](http://www.bobsbmw.com/polarbear) to complete online registration and/or download and print.

## How The Challenge Works

1. All participants must complete the Rider Registration Form. This can be completed [Online](#) or you can [download](#) and print the form.
2. The male and female rider with the most miles traveled each round wins. The male and female with the most cumulative mileage are grand prize winners. See prize list below.
3. If either male or female class has less than 5 participants, the classes will be combined and the top 2 high mileage riders monthly and cumulatively will receive prizes.
4. You can participate in as many rounds as you like and/or the cumulative portion.
5. Mileage check-in must be done in person\* at Bob's BMW Service Department, Tuesday-Friday 9am-5:30pm and Saturday 9am-3:30pm; no appointment necessary (see below for specific dates).
6. Each participant is allowed one excused in-person check in and can submit mileage via email by purchasing a newspaper, holding it next to your odometer, and emailing that image to [hanna @bobsbmw.com](mailto:hanna@bobsbmw.com).
7. T-shirt sizes will be collected during registration so you can receive your shirt at your next check-in.
8. Bike decals will be distributed at Round 4 mileage check-in.
9. Within 5 business days after a round ends, a spreadsheet tracking mileage will be shared. Winners will be contacted directly to redeem prizes.

***\*Only riders outside of Maryland, D.C., and N. Virginia who are chartered motorcycle club members are excused from in-person check-ins. Documentation showing club membership is required, in addition to cooperation from the club's president to officially check-in and submit mileage.***

## **Polar Bear Challenge Dates:**

### **Round 1 - December**

- Registration open December 2 - December 23
- Round 1 mileage check-in December 27 - December 31

### **Round 2 - January**

- New Entrants: Register starting mileage January 2 - January 30
- Round 2 mileage check-in January 31-February 4

### **Round 3 - February**

- New Entrants: Register starting mileage February 4 - February 27
- Round 3 mileage check-in February 28 - March 4

### **Round 4 - March**

- New Entrants: Register starting mileage March 4 - March 28
- Final mileage check-in March 31 - April 4

***NOTE: Bob's BMW is closed December 24-26 and December 31-1.***

### **Prize List:**

Month #1: (2) Gerbing Base Layer Shirts

Month #2: (2) Gerbing Heated Balaclavas

Month #3: (2) G3 Heated Gloves (one male fitment, one female fitment)

Month #4: (2) Gerbing Jacket Liners

Grand Prize: (2) Extreme Element Jackets and Pants

**Total retail value is: \$2,510**

Anyone interested in more details can visit [www.bobsbmw.com/polarbear](http://www.bobsbmw.com/polarbear), email [hanna@bobsbmw.com](mailto:hanna@bobsbmw.com) or call toll free 800-269-2627.