



Rider's Newsletter

CAROLINA HONDA • 901 BUCKNER ROAD • COLUMBIA, SC • (803) 252-3381 • TOLL-FREE 1-877-284-8074 • WWW.CAROLINAHONDA.COM

AUGUST 2007

TAX-FREE WEEKEND AT CAROLINA HONDA – AUGUST 3, 4, & 5

If you thought tax-free was all about getting clothing for kids going back to school, you were wrong!

Carolina Honda has taken Tax-Free Weekend to a whole new level! Not only is our clothing and apparel tax-free, but so are any parts purchased. And we'll even take it one level further: For every new motorcycle (excluding Gold Wings), street or dirt, adult or youth, plus any new scooter or personal watercraft purchased, Carolina Honda will pay the tax during these three days only.

We have extended hours on Friday and Saturday, and we will be open from noon until 6:00PM on Sunday to make this a Tax-Free Weekend for everyone. ATVs and trailers will not be tax free during this promotion, but we will definitely give you the best possible deal on these units.

Visit our website and download the flyer for more details. Remember, the sale must be completed prior to close of business on Sunday to qualify for tax-free—sorry no layaways qualify. ■

HONDA ANNOUNCES ZERO DOWN AND 1.99% INTEREST ON NEW CRUISER MOTORCYCLES

For the first time ever, Honda has announced zero down payment and 1.99% installment loans on new motorcycles. Talk about awesome...THAT'S AWESOME!

The #1 cruiser motorcycles sold in the US just got even better. What better way to upgrade to a new bike or purchase your first bike—either way you save big.

The models that are qualified for the zero down and 1.99% include VTX 1300, VTX1800, VT1100, and all VT 750s, Aeros and Spirits. The term for the 1.99% interest is 36 months; 48 to 60 month terms are at 4.99%.

These are installment loans with no penalty for paying off early. Be aggressive, because this program expires on August 31, 2007. First come, first served, so get a great price on a 2007 motorcycle and save your money—use Honda's money to purchase your new bike! ■

SHOP 24/7 AT CAROLINA HONDA

Our website is there for your convenience 24 hours a day, 7 days a week. Let us bring our store right into your living room.

Every week we send more and more products directly to you, and customers love it. They don't have to come to the store because now everything can be done on-line.

Shop our catalogs which are current and updated every week. If you need a part, email us and we will ship it right to your door. Want to see the latest new models or used units? They're right there on the website. Interested in what's happening at Carolina Honda? Download our monthly Riders Newsletter and you'll become aware of important news from Honda, new programs, upcoming events, and all the latest news about Carolina Honda. ■

TRY YOUR SKILLS ON OUR MOTORCYCLE SMART TRAINER

We are very proud of the SMART trainer (Safe Motorcyclist Awareness Recognition Trainer) that Honda has installed at Carolina Honda. It is designed to simulate on-road traffic conditions that motorcycle riders often encounter on public highways.

How realistic is the SMART trainer? It has all of the controls you'd find on your motorcycle — real handlebars, brakes, signal lights, clutch, horn, mirrors, gear shift (or automatic mode like on a scooter).

You can choose the type of course you want to encounter — day, night, fog, etc. — and then select the skill level you wish to use. When you're done, the SMART trainer will replay every situation you encountered and give you a printout showing your strengths and weaknesses.

How good is the SMART trainer? Why don't you come by Carolina Honda and see for yourself. This is the only SMART trainer Honda has placed on the East Coast, and it's here through the middle of August.

Mark Wishart of the SC Motorcycle Safety Instructors at Midlands Tech thinks it's a great training feature, and he has plans to bring his students to Carolina Honda to try their skill levels.

Bring a friend, come by for a visit, and try your skill. You might learn something very valuable, and you'll certainly have a great experience at Carolina Honda! ■

ARE YOU EARNING CAROLINA HONDA REWARD DOLLARS ON YOUR PURCHASES?

Carolina Honda Priority Service Customers earn 15% in Reward Dollars on everything they purchase, get invited to special events, save 40% on their next three years of scheduled services, never lose the use of their unit, and are guaranteed same day service on their units.

Our question to you is: Are you a Carolina Honda Priority Service Customer? If not, you

are really missing out on a lot of quality programs, not to mention earning reward dollars on every purchase!

There are currently over 1,000 very happy Carolina Honda Priority Service Customers who know the value of this program. This Fall we'll even feature a special shopping day prior to Christmas for Carolina Priority Service Customers only.

If you still own your Honda, it's not too late. Email us at jwertman@carolinahonda.com or come by and let us present the program to you in person. ■

CAROLINA HONDA RIDERS CLUB CHAPTER NEWS

Our Honda Riders Club chapter meets the third Saturday of every month. Our next scheduled meeting will be August 18 at 1:00PM here at Carolina Honda.

This will be a very special meeting since we are inviting all new motorcycle customers who purchased a bike in the last 12 months to attend. Bring a friend, and we will register you for a \$50 Carolina Honda Gift Certificate to be given away at the end of the meeting. We will discuss our Fall ride plans, and be sure to bring your Riders Club membership card because we'll have a catered meal right here at Carolina Honda. You must RSVP before noon on Thursday, August 16, by fax at (803) 252-4104 or by email at jwertman@carolinahonda.com if you intend to eat.

If you enjoy riding, then give us a try. See you on Saturday, August 18! ■

CAROLINA HONDA POWERHOUSE EVENTS

THE FOLLOWING EVENTS ARE CURRENTLY SCHEDULED.
PLEASE CHECK OUR WEBSITE FOR THE MOST CURRENT INFORMATION.

AUGUST 3-5

- Tax-free Weekend with extended hours, plus open Sunday noon to 6PM

AUGUST 18

- HRCA Meeting — Carolina Honda, 1:00PM — register to win \$50 gift certificate

AUGUST 27 - SEPTEMBER 1

- Labor Day Clearance Sale on all non-current models

SEPTEMBER 3

- Carolina Honda closed for Labor Day — we'll reopen for business at 9:00 AM on Tuesday, September 4th

SEPTEMBER 15

- HRCA Meeting — Carolina Honda, 1:00PM

SEPTEMBER 22

- Kids' Day at Carolina Honda (more info to follow)



Watch our web site for the Carolina Honda Annual Open House and ATV Giveaway (date to be determined).