

Riders' Newsletter

CAROLINA Honda
POWERHOUSE

FEBRUARY 2011

FROM JIM WERTMAN, GENERAL MANAGER • CAROLINA HONDA • 901 BUCKNER ROAD • COLUMBIA, SC 29203 • (803) 252-3381 • 1-877-284-8074 • www.CarolinaHonda.com



Carolina Honda Powerhouse has ways to help you get the fun back this year!

Want to know how Carolina Honda can help you rediscover fun? For starters, take a look at this list:

- ▶ **New product models** in 2011 like the **CBR250R Sport Bike** and the **CB1000 Naked Sport Bike** will put more fun into riding a Honda. These motorcycles will be in high demand and should be at Carolina Honda in April. To guarantee that you get one of these great new motorcycles, put down a deposit now, or place your name on our waiting list to be notified when they arrive. For more info, contact our Sales Department now!
- ▶ **New Carolina Honda Reward Program** in 2011 that rewards you even more for your loyalty as a Carolina Honda shopper.
- ▶ Stop in to see our **accessories, clothing and apparel** to make riding a more fun, safe and comfortable experience.
- ▶ **Get information on the best areas to ride** your Honda, along with **special discounts** offered to new Honda owners from riding parks in our area.
- ▶ Rent your motorcycle, ATV, or watercraft for a special price when you sign up for our Reward Program. Remember: **We rent dreams!**
- ▶ Join the **Carolina Honda Riders Club** and experience fun, trips and much more in 2011.
- ▶ Follow Carolina Honda on **Facebook** for our "unit of the week" special and other announcements, and recommend your friends to become our friends.
- ▶ From **April 1 through October 1**, Carolina Honda will be **open 6 days a week, Monday through Saturday**, to better serve you in the peak season.
- ▶ Take advantage of our **Service Early Drop-off and Ride to Work Program** from April 1 through October 31, 2011.
- ▶ Become a member of our **Carolina Honda Priority Service Customer Program** to experience worry-free ownership, and save money with great programs available only to our CHPSC customers.

And any time you'd like to learn more about the Carolina Honda Powerhouse experience, we invite you to drop by. You'll like our people, our service and our attitude about bringing you more fun!



Scan this code using any free QR app on your smartphone to visit Carolina Honda's informative and value-packed website.

2011 Events & Dates

LOG ON TO WWW.CAROLINAHONDA.COM
FOR MORE NEWS, EVENTS AND INFORMATION

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- ▶ **FEBRUARY 11-13**
Boat Show 2011, State Fairgrounds, Columbia
- ▶ **FEBRUARY 25-27**
International Motorcycle Show, Greenville
- ▶ **MARCH 4-13**
Daytona Bike Week
- ▶ **MARCH 25-27**
Sportsman Classic, State Fairgrounds, Columbia
- ▶ **APRIL 4**
Carolina Honda 6-day business schedule starts
- ▶ **APRIL 9**
South Carolina Purple Heart Motorcycle Ride
- ▶ **APRIL 30**
Buffalo Soldiers Poker Run State Rally, Carolina Honda
- ▶ **MAY (dates to be announced)**
GWRRA Safety Fair, Carolina Honda
- ▶ **MAY 13-22**
Myrtle Beach Bike Week
- ▶ **JUNE 12**
Camp Kemo Ride departs Carolina Honda, 2PM
- ▶ **SEPTEMBER 17 - DECEMBER 17**
Annual Great Grades Promotion
- ▶ **DECEMBER 4**
Toys for Tots Ride, Pepsi plant
- ▶ **DECEMBER 11**
Annual Vets' Christmas Charity Ride

VISIT OUR WEBSITE REGULARLY FOR MORE INFO,
EVENTS AND DATES AS THEY DEVELOP