

Riders' Newsletter

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

Carolina Honda Rentals through EagleRider® Going Strong!

It's been years in the making, but the rentals of new Honda motorcycles, ATVs and watercraft has gotten off to a great start. We always thought this would be a great deal for all of our customers, but it's going better in our first six weeks than we ever thought.

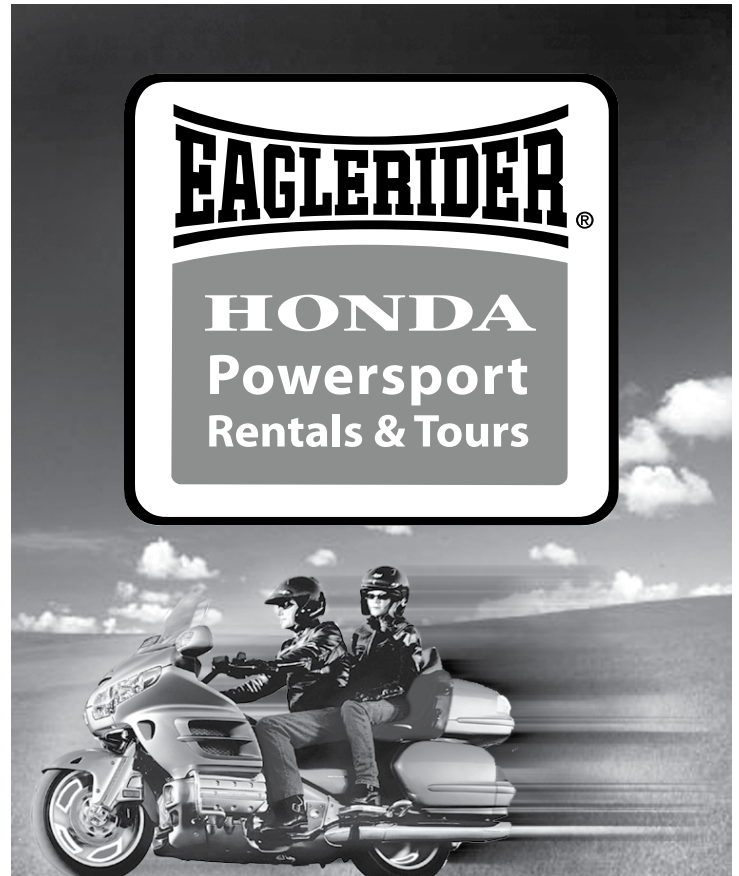
The feedback from our rental customers has been great, expressing extreme satisfaction about the cost and period of time that the rental covers. Rental periods are for 24, 48, 72 hours, or weekly.

The cost for a rental is cheaper the longer the unit is rented. People who are not sure what motorcycle they want to buy enjoy renting a motorcycle first, if it's available in the rental fleet.

We always thought that watercraft rentals would be great since we're so close to Lake Murray. So far, watercraft rentals have been outstanding. The moment one returns from rental, it goes right back out. All of our watercraft customers can't believe the cost, because watercraft normally rent by the hour, and what they rent are used watercraft that may not be in the best condition. Our customers love getting on brand new model year Hondas, and our rental fleet is always well maintained.

Our customers also like the Carolina Honda rental discount program: If you are a member of any motorcycle club you get a discount. We also offer special discounts for AAA members, police, government workers and military personnel. If you are a member of AllSouth Federal Credit Union, you can also get a customer discount.

So, if you think you're going to rent one of our units in the future, our recommendation is to make your reservation now. In order to get the dates you want, make your reservation early! The best way to make your reservation is to call us at 877-284-8074 or e-mail our rental manager at tcoleman@carolinahonda.com. You



may also go to www.eaglerider.com and click on the location of Columbia SC and make your reservation there.

We're very proud to bring this rental service to the Columbia area and look forward to giving you the best service at the best price. One thing's for sure: You can't get this rental service from anyone else in Columbia.

New Pick-up and Delivery Service Available to Our Customers



We know times are tough, and at Carolina Honda we're trying our best to give you the best value for your dollar. We also understand that you have very busy schedules.

Starting Monday, July 19, we'll pick up your Honda, bring it in to our outstanding Service Department, provide the required maintenance and

servicing, and return it to you, all free of charge as long as you live within a moderate distance of Carolina Honda. We'll provide pick-ups according to the county you live in on the days specified below.

How do you get this free pick up and delivery service? First, call our Service Department and talk with Tim Walters or e-mail us at timw@carolinahonda.com or jasonc@carolinahonda.com and make arrangements for your unit to be picked up. You must coordinate the pick up, make sure we have keys if required and access to your Honda.

Second, tell us what service you want. You must have a credit card to pay for the required service. No work will be done without your authorization, and upon completion a credit card will be necessary or a check for the amount owed at time of delivery.

Our goal is to make it easy and

convenient for you while giving you great Carolina Honda service. Try our free pick-up and delivery service, and provide us with some feedback on how we can make it better. At Carolina Honda our goal is to make customer service our number one priority.

ATV season is right around the corner, so take advantage of this program to beat the crowd and have your ATV ready for hunting season. And if you're thinking about upgrading to a larger ATV, tell us and we'll give you a used trade-in evaluation so you can buy or trade your ATV for the unit you want.

The new Carolina Honda pick-up and delivery schedule is:

- **MON/TUE – Lexington County**
- **WED/THU – Richland County**
- **FRI – all other counties within a 25 mile Radius**
- **SAT/SUN – no pick-ups or deliveries**

We Buy Used Motorcycles, ATVs and Watercraft

In this somewhat difficult economic climate, some of our customers are selling their motorcycles, ATVs and watercraft.

If you're looking to sell your Honda or any other brand of products we sell, please remember Carolina Honda. We want your used machine, and we will buy it from you if we reach an agreement with you on price.

In most cases, when you have the title to your unit you can leave here with a check in your hand. If you don't have the title because it is financed, we can pay the unit off for you and give you the difference. Usually this can be done in one day, but we need your loan paperwork to be able to do this quickly.

If you don't want to sell your bike, ATV or watercraft, maybe you have a friend who wants to sell theirs — send them to Carolina Honda and if we buy their unit and they tell us you sent them, we'll give you a gift certificate for \$20.

So before you sell your unit to anyone else, give us a chance to buy it from you. And don't forget: If you have a friend who wants to sell their machine, make sure you send them to us. We will reward you. We appreciate the opportunity to purchase used equipment because we have a good market to sell a lot of it.

Get Your ATV Now for the Upcoming Hunting Season

Hunting season is rapidly approaching, and depending on where you live it could be as early as August 15. Carolina Honda is your hunting headquarters when it comes to purchasing a new Honda ATV for hunters.

Whether you're looking for a new ATV, or you already own one, the best advice is to get it ready early. Beat the rush by attending one of our hunting ATV shows and get the best buy on a new Honda ATV.

We'll have a show at the Pee Dee Deer Classic on July 30, 31 and August 1, located at the Florence Civic Center at I-20 and I-95. Carolina Honda will be set up with the Honda plant to bring you some great Honda ATV bargains. Mark it on your calendar, but if you can't make that one, we're going to try and have another show at Jackie Hites BBQ in Batesburg-Leesville on either Friday August 13 or Saturday August 14 (as of this newsletter, we haven't settled on which day we're coming to Batesburg-Leesville, but we are coming). Look for the announcement on our website at www.carolinahonda.com and in the Twin City News. Plan on attending one or both of these shows, or visit the Carolina Honda Powerhouse to get the best deal on a new or used ATV.

Tax-Free Weekend is Right Around the Corner

Carolina Honda is very happy to participate once again in the Tax-Free Weekend, Friday, August 6 through Sunday, August 8.

For the third straight year we have participated in this great event in our Parts Department. Although the Tax-Free Weekend is primarily for clothing and school supplies, we want you to take this opportunity to purchase any part, accessory, clothing or apparel item — and we'll pay the tax if it does not qualify under the South Carolina standards.

Make no mistake, regardless of whether it qualifies or not, we will pay the tax on any item purchased from our Parts Department. The Tax-Free Weekend only covers the 6% State Sales Tax, and there is still a 1% County tax, but at Carolina Honda we will also pay that tax for you.

Take advantage of this great opportunity and make sure Carolina Honda is one of your must shopping places during the Tax-Free Weekend. Unfortunately we will not be able to pay the tax on any new Honda motorcycle, ATV or watercraft that you buy during this program, but we will give you the very best price on any new or used Honda you buy from us. At Carolina Honda we try to earn your business every day!

3rd Annual GREAT GAMECOCK GRADES PROMOTION

proudly sponsored & promoted by
USC Gamecocks • Carolina Honda • WACH Fox 57 • 107.5 FM "The Game"

Watch for More Info Coming Soon!

Get your game face on. Carolina Honda, WACH Fox 57, 107.5 FM "The Game", and USC Gamecocks are bringing back this popular promotion as school gets ready to start. We'll be bringing you more information about how you or your student can win!



UPCOMING EVENTS & IMPORTANT DATES

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



▶ JULY 17

Honda Riders Club of America Chapter meeting, Carolina Honda Powerhouse, 10:00 AM

▶ JULY 30 - AUGUST 1

Pee Dee Deer Classic ATV Sale, Florence Civic Center

▶ AUGUST 6 - 8

South Carolina Tax-Free Weekend — plan to shop and save at Carolina Honda

▶ AUGUST 13 or 14

Batesburg-Leesville Hunting ATV Sale, Jackie Hite's BBQ (visit our website for exact date and time)

▶ AUGUST 21

Honda Riders Club of America Chapter meeting, Carolina Honda Powerhouse, 10:00 AM

▶ SEPTEMBER 2

First USC home football game

▶ SEPTEMBER 6

Labor Day — Carolina Honda will be closed