

Riders' Newsletter

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

Honor Flight is a Heartwarming Experience



A group of World War II veterans pose for photos at their Memorial in Washington DC on May 27th.

On May 27, Honor Flight took 91 World War II veterans to their Memorial in Washington DC. I went as a guardian for a WWII vet who needed assistance.

In my 30 years of military service I've never seen anything like this. It was great! If you go to the Carolina Honda website (www.carolinahonda.com), look under the Customer Corner tab at the photo gallery and you can see for yourself.

Our Charity Ride Fund Raiser on May 9 raised \$5,800 toward helping Honor Flight,

but we need more. There are 150 more WWII vets on the list who want to go. I hope you'll help by attending one of the upcoming events.

There are two more Honor Flights planned for September 5 and November 7. These are scheduled but not paid for, so if you want to get involved please contact me, Jim Wertman, at (803) 252-3381 or e-mail me at jwertman@carolinahonda.com.

New Program Coming

In July we will unveil a new program called the Carolina Business Partner Program.

This is a partnership program for all Carolina Honda customers in which you'll be able to save money on purchases at other businesses. It's just another way to show how a Carolina Honda Powerhouse Customer is special.

Like our motto says: at Carolina Honda Powerhouse, we earn your business every day.



Camp Kemo Ride Coming

The 6th Annual David Clifton Camp Kemo Memorial Ride will be held Sunday, June 14, departing Carolina Honda at 2:00 PM for Camp Kemo.

The entry fee is one new toy for a boy or girl age 5 to teenager, or you may make a cash contribution. Every dollar donated goes to Camp Kemo.

Over the past years this has grown to be a very fun ride. We deliver the toys and money and get a really nice tour of the camp from the Director. You also have the opportunity to sign up and come back on the following Tuesday to help give rides to the kids.

Thanks to AllSouth Credit Union and the hundreds of bike riders, the kids have plenty of toys for their carnival on Wednesday night. So don't miss this great ride! Visit www.carolinahonda.com for more info.

June Service Special

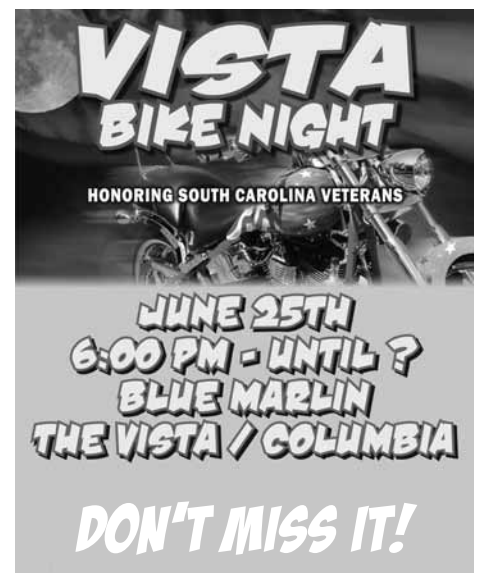
Carolina Honda will continue our Wednesday Service Special in June!

The free tire mounting was a great success the past few months with over 228 people who got their tires changed on Wednesdays. That turned out to be a total savings of over \$15,000 in labor savings.

At Carolina Honda we are dedicated to helping every one in the struggling economy. I hope you'll pass the word, and if you've got any ideas for Wednesdays, please e-mail them to jwertman@carolinahonda.com, and we'll take a look at them.

For June we will do a FREE oil filter with every oil change on Wednesday. That should be a pretty good savings — most oil filters cost \$10 to \$20, depending on the bike or ATV. These are the regular filters we use every day, not something special that we brought in for this promotion.

All you have to do is purchase your oil from us and get your oil change done here at Carolina Honda. Remember: this special is valid only on Wednesdays, no appointment necessary, but come early! ◀



Summer Bike Event of the Year

The Vista Bike Night is a special fund raiser to honor SC World War II veterans. The event will be held on June 25 at the Blue Marlin in the Vista (Columbia). All proceeds from the admission price, along with a donation from the vendors, will go to South Carolina Honor Flight.

The event is hosted by Carolina Honda, Carolina Crome and The Blue Marlin in the Vista. Admission will be \$5 and you'll be given an ID bracelet that will entitle you to food and drink specials and hourly door prizes while they last.

There will be a live band and it all happens from 6:00 PM to 11PM. Don't worry about parking space; the City of Columbia has agreed to block off Lincoln Street so there will be plenty. Tell everyone you know about this event — you won't be sorry. ◀

Carolina Honda Upcoming Events

CURRENT INFO AT WWW.CAROLINAHONDA.COM

- ▶ **JUNE 14**
Camp Kemo Ride, entry fee one new toy, departs Carolina Honda @ 2PM
- ▶ **JUNE 20**
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- ▶ **JUNE 20**
Lexington Co. Sheriff's Poker Run, proceeds go to Honor Flight, contact David @ 960-9415
- ▶ **JUNE 20**
Ridin' for the Troops, contact Phil @ 894-5167
- ▶ **JUNE 25**
Vista Bike Night @ the Blue Marlin in the Vista, 6PM-11PM, proceeds go to Honor Flight
- ▶ **JUNE 27**
Personal Watercraft Demo Day @ South Shore Marina, Lake Murray (Hwy. 378), 10AM-3:30PM
- ▶ **JULY 4**
Carolina Honda closed in observance of Independence Day