

Riders' Newsletter

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

"Rent-a-Honda" is Finally Here!

At last. Now you can rent a Honda motorcycle, ATV or personal watercraft right here in Columbia, at Carolina Honda. This opportunity has been years in the making, but it's here and it's real and you can do it right now!

So, maybe you can't afford a new Honda right now. Well, guess what? You don't have to. You can rent a Honda motorcycle, ATV, or personal watercraft for a day, a weekend, or a week — whatever suits you — and you can do it all right out of Carolina Honda Powerhouse.

Now we really are a full-service dealership, and now you have the option to buy or rent. Not all models will be offered in the rental program, but there's a good variety of street motorcycles, ATVs and Honda Aquatrax watercraft. You must be 21 years of age with a valid driver's license to rent (for motorcycles you must also have a motorcycle endorsement on your license).

If you think it's expensive, you're



wrong. EagleRider® of Columbia, the rental franchise that rents new Hondas right out of Carolina Honda, is a national chain with over 78 locations in the US, and over 25 locations outside the US. The rental prices are very reasonable. All you have to do is contact us at cae@eaglerider.com or call 877-284-8074 and ask for our Rental Manager Traci Coleman to get a quote.

Our rental periods are for 24 hours,

48 hours, 72 hours or an entire week. The longer you keep the rental the cheaper the rate is, and the rental is insured with the option to purchase additional insurance at the time of rental. This is not the very expensive hourly rentals you find at the beach and elsewhere. You pick your rental up at Carolina Honda and return it to Carolina Honda, or if you desire you can drop it off at any of the 78 EagleRider Locations throughout the US. You can also qualify for a discount if you are a member of AMA, HOG, GWRRA, police, fire, military or a AAA member. Just show your membership or ID card and get a discount on your rental; it's that simple.

So, if you have family coming for the holidays, why not rent another watercraft, motorcycle, or ATV and have some great fun together? Please help us spread the word. At Carolina Honda we earn your business every day and provide you with a truly full-service Powersports dealership.

Memorial Day Weekend is Coming Soon: Is Your Unit Safe?



The official outdoor powersports season will start with the upcoming Memorial Day Weekend. And if you're planning on operating your Honda, no matter what model it is, when was the last time you had it serviced or safety checked?

At Carolina Honda, we recently

held a Safety Fair and you wouldn't believe the safety and maintenance issues we found: screws in tires, loose bolts, lights that did not work, low oil levels, contaminated fluids, extremely worn tires, and under-inflated and over-inflated tire pressures, to name a few.

Whether you're operating a bike, an ATV, or watercraft, have a trained and certified Honda technician inspect it. Make sure that your Honda will perform to its fullest potential, and by all means make sure it's safe! It does not take long to get it checked over here at Carolina Honda, and if you won't let us do it, please do it yourself with the help of someone else. Don't assume it's right. If you don't know the answer to a safety question, call Carolina Honda. Don't ruin your holiday weekend with a unit that doesn't operate properly or safely.

Memorial Day Weekend is the first holiday of summer, so make it the best ever. With nine service bays, we can get you in and out, usually on the same day. So think about it. How long have you waited for this holiday? Then take the time and do it right.

Celebrate at Our Big Open House Weekend

Make plans now to join us at Carolina Honda's big Summer 2010 Open House Weekend June 11-13.

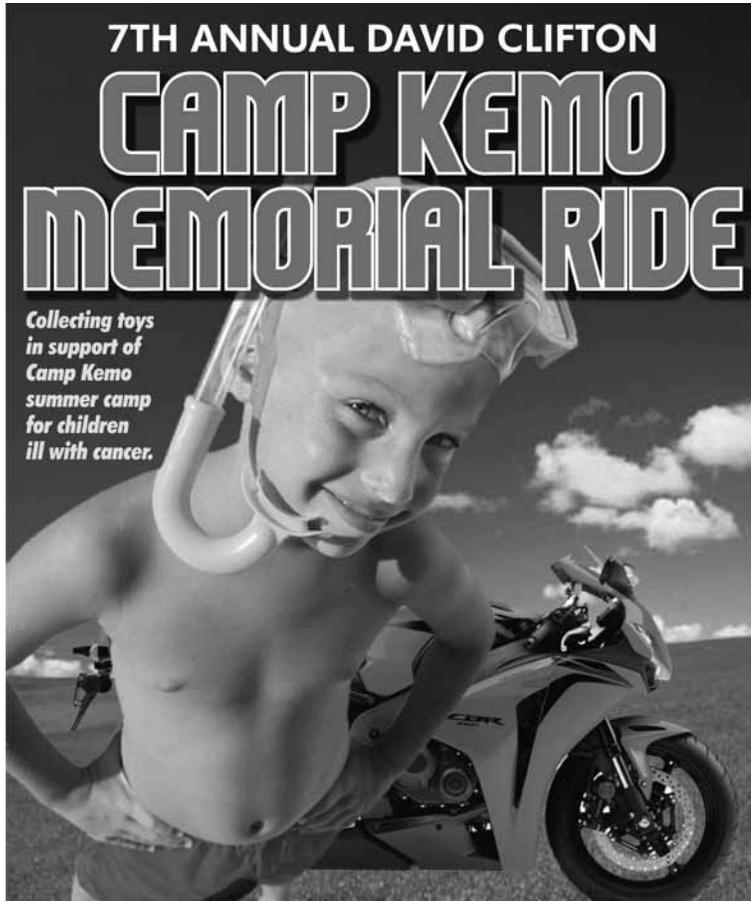
We'll celebrate our Open House on Friday, June 11 and Saturday, June 12, and then have our 7th Annual Camp Kemo Cancer Ride on Sunday, June 13, at 2:00 PM.

We'll have special sale items in every Carolina Honda department, door prizes on Friday and Saturday, free food on Saturday, and a great motorcycle ride on Sunday to help support children with cancer. There will be something for every one.

If you're on our mailing list, you will get a special invitation that outlines all the great programs that happen during the Open House weekend. You don't want to miss this great event. Plan a visit, and bring a new toy for the kids at Camp Kemo, ages 5 to teenager, or give a cash contribution that will help send a kid to the week-long summer camp.

Visit our website at www.CarolinaHonda.com for more info on our Open House and the Camp Kemo ride.

READ MORE ABOUT THE CAMP KEMO RIDE ON THE NEXT PAGE



Camp Kemo 2010 is Here

For all of you who've contributed to this very worthy cause over the years, get ready for Camp Kemo 2010. The date for our ride is Sunday, June 13, departing Carolina Honda at 2:00 PM for Camp Kemo, which is outside of Leesville, SC, near Exit 44 off I-20.

We'll tour the camp on Sunday and deliver toys before the kids arrive on Monday. On Tuesday you can participate in giving the kids rides on your motorcycle from 9:00 AM until noon. This is always one of the best times at the camp for the kids. If you're going to give the kids rides, you must complete a background check prior to Tuesday, June 15. Just contact Jeanne Schmidt at Camp Kemo by e-mail (Jeanne.schmidt@palmettohealth.org) or call her at (803) 434-3503 to give her your information.

If you've never done rides for the kids at the camp, it's well worth it. I promise you that you won't be disappointed. These kids are so special, it's a real honor to deliver the new toys on Sunday that are given away at their Carnival later in the week, then to ride them on your bike on Tuesday.

Download the flyer at www.vetsride.org. You may drop off a new toy or make a cash donation at any AllSouth Credit Union, who've been partners with us for the last seven years. Please, be involved and change a kid's life with us this year.

Carolina Honda's 6-day Schedule Going Great

You asked us to open on Mondays and now we are. Beginning May 1, Carolina Honda is now open six days a week, Monday through Saturday, from 9:00 AM until 6:00 PM.

No other metric motorcycle dealership in the city can offer you that service. So far, being open on Mondays has been great for the customers and great for us. If you need service, we're now here to provide that service six days a week.

It's a pleasure to serve you. Please help us by passing the word, and when you have some free time on a Monday, come by and visit. It's a great day to spend some quality time looking at all that we have to offer. Hope to see you soon!

Special Off-Road Day, Autograph Session

Carolina Honda is planning a very special event where you can meet one of the top 10 best new dirt bike riders in the country. She lives right here in Columbia, and her name is Christina Older — a 15-year-old girl who has turned the dirt bike racing world upside down.

If you're looking for a role model for your kids, and they even think they might like to ride a dirt bike, come out and visit and let them meet Christina.

The event will take place at Palmetto Motorsports Complex in Gaston, SC, on Friday, June 18 and Saturday, June 19. Not all of the plans have been finalized as of this writing, but it will be a meet-and-greet session, a ride-along session, and an autograph session. There will be food and plenty of fun for the entire family. To learn more about this event, go to www.palmettocomplex.com or



Meet Christina Older, dirt bike racing champion.

www.carolinahonda.com. Mark those days on your calendar, and check the websites for more information. We'll also have complete information about this event when you visit Carolina Honda's Open House Weekend on June 11 and 12, and 13.

UPCOMING EVENTS & IMPORTANT DATES

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

CAROLINA Honda
POWERHOUSE

- ▶ **MAY 29 - 31**
Memorial Day Weekend
- ▶ **MAY 31 (MONDAY)**
Carolina Honda will be closed in observance of Memorial Day
- ▶ **JUNE 11 & 12**
Carolina Honda Open House Weekend

- ▶ **JUNE 13**
Camp Kemo Ride at Carolina Honda, 2:00 PM, bring a new toy or cash donation
- ▶ **JUNE 15**
Ride the kids at Camp Kemo, 9:00 AM, must be pre-screened

- ▶ **JUNE 18 & 19**
Christina Older Days at Palmetto Sports Complex, Gaston, SC
- ▶ **JUNE 19**
Honda Riders Club of America Chapter meeting, Carolina Honda Powerhouse, 10:00 AM