

Riders' Newsletter

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

The Holiday Season has Arrived at Carolina Honda



Here at Carolina Honda, 2009 is moving right along, and here we are in our holiday season!

In the current economy the holiday season is a challenge to all of us, but at Carolina Honda the prices have never been better. We have an expanded layaway program that lets you decide what to put down, and what to pay. Even great service programs that will help you keep more money in your pocket so you can spend it on your family.

We also have our Great Grades promotion in which some very lucky child will win a new dirt bike in a special drawing on December 5.

Our retail plan for the holidays is real simple: Provide our customers with the best value for their dollar, provide the best assortment of products and

colors, and for the holidays we'll even waive our delivery fee if you live in the Columbia area.

Holidays are also about giving something back to our community. At Carolina Honda, we take great pride in our Ninth Annual Veterans Christmas Charity Ride, where we bring Christmas presents to the veterans in Dorn VA Hospital and in the Dorn Homeless Shelters, both here in Columbia.

I hope you'll shop with us for the holidays. Our friendly staff is here to help make your holidays great. If there's anything we can do to make your holidays brighter, just let us know. We've been serving the best customers in the world for the past 53 years in the Columbia area, and we're very proud of being number one in customer service. Please remember: at Carolina Honda, we earn your business every day.

Fall Service Programs Extended to Keep You Going

Carolina Honda's Fall Service Program has been extended to November 30.

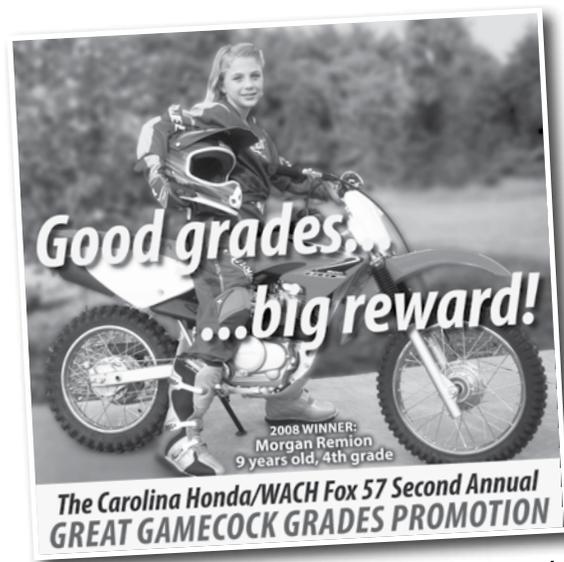
Many of you have taken advantage of the free tire mounting on Wednesdays when you purchase your tires from Carolina Honda. We are glad you like this program, and once again it's for our loyal Honda owners only.

Thanks for all your comments on our Oil Change Special for \$49.99 on any Honda. We have people with Gold Wings coming from all over the state to take advantage of this program. The average oil change for any Honda is

normally \$80 or more.

Finally, the ATV Tuneup Special has drawn rave reviews for the amount of money it has saved customers, so we'll extend that program until November 30, as well.

We know times are tough for everyone. That's one reason these Carolina Honda service specials are designed to reward all of you Honda owners. We appreciate your brand loyalty, and we really appreciate our loyal Carolina Honda customers.



2nd Annual Great Grades Promotion in Final Countdown

the 1st through 6th grades who have B's or better on their report cards. They're trying for a chance to win a free Honda dirt bike with all the safety gear that will be given away on Saturday, December 5, at noon. We couldn't have done this promotion without the help of WACH FOX TV.

If you haven't seen last year's winner, Morgan Remion's commercial, go to our website, click on promotions and click on the commercial. It's awesome!

We need your help to get the word out to as many kids as possible. This is really an awesome

promotion, but we're still having a tough time getting it into the schools. You can go to promotions on our website and download a registration form and the rules.

Carolina Honda will also be at the Carolina-Clemson football game in the Bojangle's parking lot near the stadium on November 28 to take registrations. Registrations *must* be in by close of business on Friday, December 4. The winner will be selected at noon on Saturday, December 5 at Carolina Honda, and must be present to win. Last year the winner was drawn on the third drawing because the first two drawn were not present. Don't let that happen to you!

The Great Grades Promotion going on right now at Carolina Honda is in its final countdown. The response has been great and we've registered a lot of children in

9th Annual Vets' Christmas Charity Ride Coming Soon



Our Ninth Annual Vets' Christmas Charity Ride will be held on Sunday, December 13.

The ride will depart from Carolina Honda at 2:00 PM, but you do not have to ride to participate. You can go to the www.vetsride.org and download all the information you need in order to participate. On the website, you'll also find a list of gift suggestions, as well as drop-off points for presents and cash donations.

We need your help every year to bring Christmas to the

veterans at Dorn VA Hospital. Even the smallest present is really appreciated because many of the vets just don't have much of a Christmas.

We also bring Christmas cheer to the veterans homeless shelters. These are people who have nothing, and every year the demand gets larger as more veterans become homeless.

So, if you want to give something back this year to folks who really need your generosity, what a great way to do it. Ask your

children be a part of it and teach them the importance of giving back to a group of people who are forgotten by everyone else.

Please take part. Please spread the word and help make sure that the veterans in the hospital and the homeless shelters are remembered at Christmas. As always 100% of what you give goes to the veterans, and the ride is an approved state and federal charity, so your gifts are tax deductible. At Carolina Honda, we sincerely thank you in advance!

UPCOMING EVENTS & IMPORTANT DATES

CAROLINA Honda
POWERHOUSE

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

► **NOVEMBER 6**

Coordination meeting for the 9th Annual Vets' Christmas Charity Ride, 12:30 PM at Lizard's Thicket on Beltline Blvd. — lunch will be provided.

► **NOVEMBER 7**

Honor Flight for World War II veterans departs at 7:00 AM from Columbia Metro Airport, and returns at 7:00 PM. (This is the final Honor Flight for 2009.)

► **NOVEMBER 21**

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

► **NOVEMBER 26**

Carolina Honda will be closed for Thanksgiving Day.

► **NOVEMBER 27-28**

Special Holiday Sale at Carolina Honda!

► **NOVEMBER 28**

Great Grades registration at Bojangle's

parking lot at the Gamecock stadium. (No report card necessary to register.)

► **DECEMBER 4**

Great Grades Promotion ends at 6:00 PM.

► **DECEMBER 5**

Great Grades Promotion dirt bike giveaway at 12 noon at Carolina Honda. Please see our website for rules and more information.