

RIDERS' NEWSLETTER

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

CONGRATULATIONS TO FALL OPEN HOUSE GIVEAWAY #1 WINNER!

Congratulations to Sherrie Carter of Elgin, SC, who was the winner of the new Honda NSR50R at Carolina Honda's first Fall Open House on Saturday, September 27.

There were over 700 people signed up to win the Open House Giveaway, but only 200 showed up for the drawing at 1:00 PM. As stated in the rules, the only requirement was that you had to be present to win. The first two names drawn were not here, and what a shame because they lost the chance to win a motorcycle worth \$3,600, but on the third draw we pulled Sherrie's entry and she was certainly happy and excited. So, Sherrie is now the proud owner of a new Honda NSR50R. She couldn't wait to take it home and try it out with her family.

To everyone else who attended, we explained that they were already pre-registered for the second giveaway. We'll be giving away a new Honda TRX250TE Recon on Saturday, October 25th at 1:00 PM — and just like the last giveaway, the only requirement is that you register and be present to win. It's as simple as that, so we hope to see you all then!



Sherrie Carter (right) is given a new Honda NSR50R by Jim Wertman, General Manager of Carolina Honda (left) at the first Fall Open House event September 27th.

FALL OPEN HOUSE GIVEAWAY #2

The new Honda TRX250TE Recon will be given away Saturday, October 25th at 1:00 PM at Carolina Honda's Fall Open House Giveaway. We are doing the three giveaways to celebrate Carolina Honda's 50+ years of service to the Midlands.



As we've said before, we want to give something back to the great customers who have shopped with us and purchased new Hondas, parts, accessories and clothing over the past 50 years. What better way to say "thank you" than to give away a new Honda in September, another new Honda in October, and yet another new Honda in November! As you can see, we've got you covered by giving away \$10,000 in new Hondas in our big celebration.

We don't play games — all you have to do is register at the dealership, register at the USC-LSU game on October 18 in the Bojangles parking lot across from Williams Brice Stadium, **AND BE PRESENT** at our Fall Open House on Saturday, October 25 at 1:00 PM when we draw the names.

The key is to get registered and attend the Open House and maybe we will pull your name next. But if you're not here, then you can't win. Don't let that happen to you. Plan to attend the next Fall Open House and see Honda's complete lineup for 2009!

NEW HONDA OFF-ROAD MACHINES

In September, the New 2009 Honda off-road motorcycles and ATVs are here, and they have been flying off of the showroom floor!

You asked for it, and you got it — the best-made ATV on earth is the Rancher 4x4, which now comes in a full automatic transmission with independent front and rear suspension. This brand-new model even comes with the option of power steering.

You asked that the CRF450R come with fuel injection, and Honda heard you. Now the Honda CRF450R is fuel-injected, and already there is a list of customers wanting this motorcross-proven winner.

There are exciting new ATV models and colors and exciting new off-road motorcross and enduro motorcycles. Visit our website to get a sneak peek — but visit our showroom soon to put your hands on the best off-road lineup in the industry.

If you're in the market for a new ATV or off-road bike for yourself or a member of your family, look at the great savings you can get on a non-current model. You will save a lot of money by purchasing a 2008 model instead of a new 2009. The best part of this deal is you get to make the choice, and we have a great selection. So shop early for Christmas, and remember we have a great lay away program at no additional charge.

GET READY FOR FALL/WINTER NOW

Don't forget to get your Honda ready for winter! Failure to do so will effect performance and could lead to a costly repair that is not covered by your warranty.

If you don't know how to prepare your Honda machine for the winter, first read your Owner's Manual, or contact our service staff to answer your questions or to make an appointment. You may e-mail the Carolina Honda Service Department at jasonc@carolinahonda.com.

NEW HONDA MOTORCYCLE LINEUP

On October 1, American Honda released their 2009 on-road motorcycle lineup — and was it a winner! The 2009 models will start arriving here at Carolina Honda on Tuesday, October 7.

First of all, the cruiser motorcycle lineup has gotten even better for 2009. From the entry-level 250 (called the Rebel), to the 750 Aeros and Spirits, to the VTX1300s, Honda has hit a major home run with model selection and new bold colors that will excite every rider.

The new Gold Wing is really improved, with new safety features to protect the rider, a new XM radio, an updated navigation system that gives the rider real-time weather and traffic information, and brand-new colors for 2009.

The VFR800 and ST1300 still give the touring rider a great choice. But the biggest surprise is a new cruiser called the DN-01, an automatic transmission 700cc motorcycle that will appeal to new and old riders alike. This is called a crossover, where you have the best of both worlds. You don't want to miss seeing this new modern motorcycle.

For our sport bike riders, the CBR600RR and CBR1000RR are back with many upgrades, and a new 600RR and new 1000RR which both offer CABS (controlled anti-lock braking system). Leave it to Honda to not only make a great sport bike, but to be the first to offer CABS on a sport bike. You've got to see what this does and how it improves performance!

Visit our website and get a sneak peak before you come visit our showroom. I guarantee that you will not be disappointed with the new Honda 2009 lineup.

CAROLINA HONDA UPCOMING EVENTS

CHECK WWW.CAROLINAHONDA.COM FOR CURRENT INFORMATION

- **OCTOBER 9**
Delta Waterfowl Show & Banquet, Bell Grove Plantation, 5:30-7:00 PM
- **OCTOBER 18**
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- **OCTOBER 18**
Tailgate for at USC-LSU football game, Bojangles parking lot, before the game — register for Honda Giveaway #2
- **OCTOBER 24**
Vet's Charity Ride planning meeting, 1:00 PM, Lizzard's Thicket on Beltline Blvd.
- **OCTOBER 25**
Fall Open House & Giveaway #2, @ Carolina Honda
- **OCTOBER 31**
Trick or Treat @ Carolina Honda
- **NOVEMBER 8**
Tailgate for at USC-Arkansas football game, Bojangles parking lot, before the game — register for Honda Giveaway #3
- **NOVEMBER 11**
Veterans' Day & Military Appreciation Day
- **NOVEMBER 21**
Final Vet's Charity Ride planning meeting, 1:00 PM, Lizzard's Thicket on Beltline Blvd.
- **NOVEMBER 22**
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- **NOVEMBER 22**
Final Fall Open House & Giveaway #3, @ Carolina Honda