

Riders' Newsletter

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



Fall Has Arrived and It's Time to Ride!

Fall is here, and what a *great* time to plan a nice scenic ride to the mountains, or get that ATV out to enjoy hunting or just enjoy the beautiful outdoors, or maybe just one more ride across the Lake on your personal watercraft. You get the idea — in South Carolina, as one riding season ends, another begins. October is a great month for all kinds of rides, and hunting season is now kicking into high gear.

At Carolina Honda, we're ready to make this your best Fall ever! We have great closeout pricing on 2009 products — not just new Hondas, but accessories specials and service specials to make sure your Honda is going to give you the best service ever.

Our focus here at Carolina Honda is to give you the best possible products, at the best possible prices, with the best possible service, not only for Fall but for the holiday season, too. So plan a visit to our PowerHouse, check out our website, and see what we have for the best customers in the world — Carolina Honda customers. You see why "we earn your business every day" at Carolina Honda!

Fall Service Specials Keep You Going

We're very proud to announce our October Service specials at Carolina Honda PowerHouse. During October, we will perform an oil change on any Honda you own for \$49.99 plus tax, no other fees — that's a 38% savings!

This service special includes genuine Honda parts and oil. We know times are tough and we want always want to take care of the customers who have purchased Hondas from us. Sorry, but the October Service Specials will only be for Honda units — we owe that to you for purchasing a Honda.

We're also offering an ATV Tune-Up Special on any Honda ATV for only \$99.99 plus fees (again only on Honda ATVs). This is a service, not just an oil change, designed to save you money.

Finally, back by popular demand, we're offering free tire mounting for Honda street motorcycles on Wednesdays only and for Honda's only. This will start on Wednesday, September 30, and end on October 28. This will be the last month for this promotion, so make sure you get your tires done on your Honda street motorcycle by October 28th.



2nd Annual Great Gamecock Grades Promotion Going Strong!

The Carolina Honda/WACH Fox 57 2nd Annual Great Gamecock Grades Promotion is in full swing and promises to be ever better this year.

Remember, as your kids get close to getting their first report card, all they have to do is be in the 1st through 6th grade, get all B's or better on their report card, and you can sign them up. Visit www.carolinahonda.com and download a copy of the rules and registration form, fill it out and bring it to Carolina Honda. No report card is necessary to register. You can only submit one registration form for each report card period. All registrations must be in by close of business at 6:00 PM on Friday, December 4, 2009. The drawing will be held at noon on Saturday, December 5, and you *must* be present to win, and must produce a copy of the report card to verify the grades.

Please help spread the word. This is a great promotion that recognizes kids for what they do good. We're very proud with the help of WACH Fox 57 and the USC Gamecocks to bring you this very popular promotion. I sincerely hope you will tell all of your friends. This is an in-house promotion this year, with no help from Honda, but so many parents asked us to do it again, and we listened. After all, kids are very special here at Carolina Honda every day.

Layaway Now for Christmas – It's Closer Than You Think!



We're very happy to provide a free layaway program here at Carolina Honda, just in time for the holiday season. With a minimum down payment and regular monthly payments, you can put those Christmas gifts from Carolina Honda away now and have them paid for by Christmas.

Whether it's a new Honda vehicle, clothing and apparel or accessories, you can put it on layaway at Carolina Honda. All we ask is that you try to put 10% down, and you decide what you're going to pay monthly or weekly.

Remember to ask your loved ones to fill out a Christmas Wish List on our website (carolinahonda.com) and we'll be happy to help you pick it out here at Carolina Honda. If the gift does not fit properly, or they just want another color or something else entirely, that's no problem. Keep your receipts and we will exchange or refund anything placed on layaway.

We require that all layaway's be picked up by noon on Wednesday, December 23rd, or we can arrange for delivery. And most important, your secret is safe with us. At Carolina Honda "we earn your business every day." Just ask any one of our friendly staff and they will assist you with your layaway purchases.

Protect Your Valuable Cycle or ATV This Fall

Every year about this time there's a very big increase in ATVs being stolen. Unfortunately, this year is no different. So far, Sheriff departments from both Lexington and Richland Counties have been on TV pleading with ATV owners to protect their units.

Here at Carolina Honda, we've got you covered with Cycle Protect. This is a new security system designed to protect your ATV 24 hours a day. It is smaller than a credit card, hooks up to your battery, and withstands heat, water, vibration, dirt and dust.

Never before has there been a system that will work on ATVs. It alerts you if the ATV has been moved with no false alarms, and even notifies you if the battery is getting low. The device is not VIN-specific, so you can install it

on anything that you want to protect. Carolina Honda is proud to be a Cycle Protect dealer, and for through October we will offer FREE installation. The cost is only \$599 dollars, which amounts to about \$1.64 per day for the first year. After that, you can

in a building, or they only pay up to a thousand dollars.

Let me ask you this: What is your ATV worth? I'll bet it's worth more than a thousand dollars! What if it's financed? You still have to pay the finance company, unless you have GAP

coverage, and less than 5% of ATV owners have that kind of coverage.

So come in and see a demonstration and take advantage of the free installation. Get your Cycle



renew the monitoring for a very low fee.

If you think your homeowners policy covers your ATV, try giving your insurer a call and ask them what they pay you if your ATV is stolen. You'll probably be surprised by the answer — many pay nothing unless the ATV is secured

Protect for \$599 plus tax and sleep a lot better at night.

Contact Carolina Honda's Traci at tcoleman@carolinahonda.com or call her at (803) 252-3381. You can also go to www.cycleprotect.com to learn more about this great product.

UPCOMING EVENTS & IMPORTANT DATES



► OCTOBER 2

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

► OCTOBER 17

Fall ATV Hunters Show at Jackie Hite's BBQ in Batesburg-Leesville, 11:00 AM to 3:00 PM. Visit our website for more details and specials!

► OCTOBER 17

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

► OCTOBER 31

Honda Riders Club of America Halloween Haunt Ride — visit www.hrca0434.com to download the information flyer.

► NOVEMBER 1

Change clocks back one hour at 2:00 AM to Eastern Standard Time

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