

RIDERS' NEWSLETTER

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

BOAT SHOW 2009 – FEBRUARY 12 THRU 15 AT THE S.C. FAIRGROUNDS



Plan to attend Boat Show 2009 and make sure you come see the all-new Honda Personal Watercraft lineup in the Hampton Building at the State Fair Grounds.

If you even think you might want to purchase a new personal watercraft, this is the time to do it. We guarantee that the Honda watercraft will not be sold at a lower price any time during this year or we'll give you a check for the difference!

Here are just some of the factory and dealer specials: How about a 165-horsepower turbo three-seater for \$6,999? Yes, that's right — \$6,999 plus tax and licensing fees. That'll save you \$4,248! Try finding a deal like that at the competition, and there are plenty of more great savings on the Honda Personal Watercraft lineup. But remember, quantities are limited and it's first come, first served. Once we run out, we are out—there are not any more for that price at the factory. If you want, you can come to the store now and put a deposit on a

new personal watercraft and get the Boat Show price. Purchase a new watercraft at the show and we will store it for you for free until March 31. So save thousands of dollars and ride the most dependable watercraft on the lake; a Honda Aquatrax.

Not interested in a new personal watercraft? Then tell a friend, send him or her to us, and if they purchase we'll give you a gift certificate upon proof of purchase.

Carolina Honda is the only dealership in the midlands that offer a three-year maintenance program so you never lose a day on the water. We have people coming from Georgia and North Carolina to take advantage of this great maintenance program and we have a special price on it at the Boat Show that you'll never see again.

See you at the show, bring the whole family, and remember...we're in the Hampton Building.

HONDA STIMULUS PACKAGE HAS BEEN UPDATED

Last month we told you about Honda's ATV Stimulus Package. Well, in February it just got a lot better.

Honda now has a Stimulus Package on everything we sell (except scooters). Every street motorcycle, every off-road motorcycle, every ATV, every personal watercraft. Never in the history of Honda and Carolina Honda have you seen a package like this.

So if you've got the fever, you need to come down to Carolina Honda Powerhouse. The prices are clearly marked, and so are the savings. We are about to stimulate the South Carolina economy...and it all starts at Carolina Honda!

E-MAIL GIVEAWAY

Do we have your e-mail? I hope by now we do, but better make sure because starting this month we will give away a free \$50 gift certificate to some lucky customer on our e-mail list. If you win, you'll be notified by e-mail.

Also, if we have your e-mail address, we can notify you immediately if your Honda has a recall; you won't have to wait for a letter from Honda. We can also notify you of special events and special sales, too. So please make sure we have your e-mail address.

If you want to be sure, just e-mail your address to jwertman@carolinahonda.com. Then just watch your e-mails and maybe you'll be our first lucky winner. And please remember, you can do everything with our store by e-mail — make appointments for service, order parts, ask a service question and more. It lets us give you the 24/7 attention you deserve.

GOT SPRING FEVER? WAIT'LL YOU SEE THE NEW HONDA FURY!



Visit the Carolina Honda sales staff at the Greenwood International Motorcycle Show, February 20 through 22, and see the amazing new 2010 Honda Fury!

Our sales staff will be working the Honda booth all three days of the show. So you not only get to see the Fury, but meet with a Carolina Honda staff member. This motorcycle will be in our Columbia store at the end of March. You'll be able to put a deposit down on the Fury before it ever arrives in Columbia.

Carolina Honda staff members will

operate the Honda booth on Friday, February 20 from 4:00 to 9:00 PM, Saturday, February 21 from 1:00 to 5:00 PM, and Sunday, February 22 from 9:30 AM to 5:00 PM. The show is located at the Carolina First Center, 1 Exposition Drive, Greenville, SC (102 miles from Columbia). If you want to know more about the show, visit www.motorcycleshow.com and click on the Greenville, SC show.

Look for the biggest display and the Honda Wing at the show. Hope to see you there 'cause you won't be disappointed!

CAROLINA HONDA UPCOMING EVENTS

CHECK WWW.CAROLINAHONDA.COM FOR CURRENT INFO

■ FEBRUARY 12-15

2009 Columbia Boat Show, State Fairgrounds (visit Carolina Honda's display in the Hampton Building)

■ FEBRUARY 20-22

International Motorcycle Show, Greenville, SC — SEE THE ALL-NEW HONDA FURY!

■ FEBRUARY 21

Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda

■ MARCH 20-22

Charleston Sportsman Classic, Charleston, SC (visit the Carolina Honda booth there)

■ MARCH 21

Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda

■ MARCH 27-29

Annual Sportsman's Classic, State Fairgrounds (visit us in the Ellison Building)