

Riders' Newsletter

APRIL / MAY 2012

CAROLINA Honda
POWERHOUSE

FROM JIM WERTMAN, GENERAL MANAGER • CAROLINA HONDA • 901 BUCKNER ROAD • COLUMBIA, SC 29203 • (803) 252-3381 • 877-284-8074 • www.CarolinaHonda.com

Carolina Honda's **I WANNA RIDE SPRING OPEN HOUSE**



Join us for our Open House Weekends
April 21st, 22nd and April 28th, 29th

- FOOD
- FUN
- PRIZES
- DEMO RIDES
- LOW FIXED-RATE FINANCING
- SPECIALS IN EVERY DEPARTMENT

Register to win a
New Honda Generator
Attend both weekends
Double your chance



Itching to ride? Now's the time!

The weather is right, and everyone's itching to ride here at Carolina Honda Powerhouse. Honda is kicking off the riding season with two **I WANNA RIDE OPEN HOUSE WEEKENDS** on Friday and Saturday, April 20 and 21, and Friday and Saturday, April 27 and 28. The exciting 2012 Honda street bike lineup is here and we have a model to suit your personal riding style.

Join us on our **I WANNA RIDE OPEN HOUSE WEEKENDS** and see first-hand the best motorcycle lineup in years from American Honda. There will be lots to see, food, fun, prizes, demo rides, special low fixed-rate financing and specials in every department.

You'll also have a chance to win a new Honda generator. If you attend both **I WANNA RIDE OPEN HOUSE WEEKENDS**, you'll double your chances to win by registering each time. Food at these events will be provided by the Garners Ferry Road Chick-Fil-A as long as the food lasts.

If you already own a bike, let's get it ready to ride with seasonal servicing. Or maybe you're thinking of upgrading to a more fuel-efficient model — the time couldn't be better, and the interest rates during Honda's **I WANNA RIDE** promotion are lower than ever at 1.99% on select models for qualified buyers.

So start the 2012 bike riding season on a new Honda that's more fuel efficient, saving you money on your payment and saving big money at the pump! And don't miss our fun and exciting **I WANNA RIDE OPEN HOUSE WEEKENDS** this month at Carolina Honda Powerhouse... where we help you put the fun in riding!

Motorcycle Safety Fair May 19

Carolina Honda cares about your safety and we're proud to sponsor the Carolina Honda Safety Fair on Saturday, May 19.

For the past several years Carolina Honda has hosted this event with Chapter P of The Gold Wing Riders Association, and it has grown each year. Plan to visiting us that day for free motorcycle safety inspections, demo rides on the 2012 Honda Gold Wing, safety classes on how to ride with a passenger, a safety presentation by the Highway Patrol, and much more.

Every year our free safety inspections find issues that have prevented someone from getting injured while riding. So don't take safety for granted. Attend the Safety Fair and make sure your ride is safe.

Carolina Honda has latest gear

Our Parts Department is ready with all the newest product lines to make your riding this year the most fun and the most comfortable ever.

Carolina Honda is now stocking Alpine Star gear that has everyone excited. We also have a new leather lineup this year, and as always the best helmet selection in South Carolina.

We also have great money-saving coupons that you can find on our web site. Before you come to Carolina Honda to shop for this year's riding experience, make sure you download the coupons and save on your next purchase.

If you're on our e-mail list, don't forget to watch for other surprise coupons and special deals that we'll have for you regularly. And if you're not on our list, text 22828 to join. You'll be glad you did!

Service Dept. is ready to keep you riding

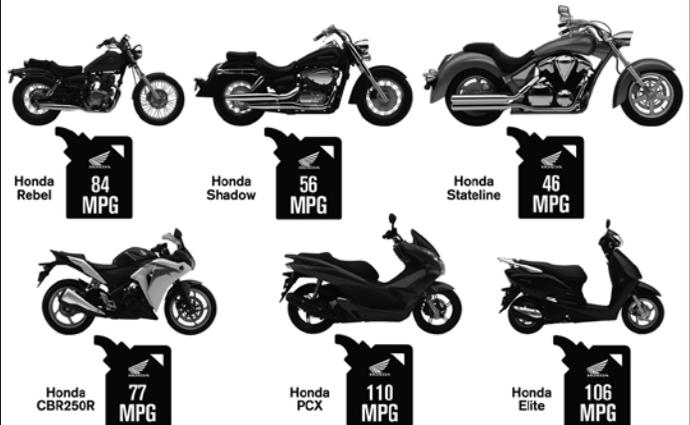
With the warm weather here, the Carolina Honda Service Department is in full swing getting everyone ready to ride in 2012.

You'll see a new face in our Service Department — our Service Writer this year is Julius, and he is the master of customer service. We welcome Julius to our team, and he's ready to help you. Remember, the best way to schedule a service appointment is on-line with your computer using our convenient Express Check-in. You still have the option calling Julius to schedule your service, but either way you'll be very pleased with the way he'll take care of you.

As always in our Service Department, routine service like tire and oil changes and First Services can usually be done while you wait or within 24 hours. With nine service bays and Honda-certified technicians, you can be sure your servicing will be done right the first time.

MO' MPG

Gas prices are on the rise, again. And Carolina Honda has a solution. Get MORE MPG today.



Gas prices are on the rise, again. And Carolina Honda has a solution. Get more MPG today with a new fuel-efficient Honda motorcycle or scooter, and have a lot more fun getting there!

At Carolina Honda you'll find the new 2012 Honda CBR250R sport bike that gives you 77 MPG at a great price. Or the Honda cruiser lineup that starts with 56 MPG on a Honda Shadow or Phantom. There's the Honda Rebel at 84 MPG, and don't forget the Honda scooter lineup with 110 MPG on a PCX, or 106 MPG on a Honda Elite. Now those are some serious MPG savings!

If you're tired of leaving all your hard earned money at the gas pumps, try a new or used Honda on for size at Carolina Honda, and own the road!

Follow us on:

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foursquare

Text
"carolinahonda"
to 22828
to join our
e-mail list



Scan this code using your smart phone to visit Carolina Honda's informative and value-packed web site.

MORE NEWS AND INFORMATION ON THE OTHER SIDE

Carolina Honda Riders Club continues to grow and prosper

Carolina Honda Riders Club of America Chapter 434 had a great year last year and continues to do new and exciting things moving forward.

If you want to belong to a group of people who ride and have fun, you need to check them out. This is not a riding club that rides a few miles down the road to grab a bite to eat. It is a riding club that takes fun trips and does a variety of fun and interesting things together.

Carolina Honda Riders Club of America Chapter 434 meets the third Saturday of every month at your Carolina Honda Powerhouse at

10am. Anyone who rides is invited to join this group. You don't need to own a Honda to ride with them — you just gotta love to ride.

The club is a great credit to our dealership because they are a group of folks like you who just love to ride and share that with other people.

You can learn more about Carolina Honda Riders Club of America Chapter 434 by going to www.meetup.com/hrca434, or you may e-mail them at hrca434@carolinahonda.com.

Camp Kemo Ride is right around the corner

The 9th Annual Camp Kemo Toy Ride will be held this year on Sunday, June 10, departing Carolina Honda Powerhouse at 2pm to ride out and deliver toys to Camp Kemo.

For the past nine years the motorcycle community has supported this ride to help children who are sick with cancer. AllSouth Federal Credit Union has been one of our main sponsors for this ride, collecting toys at all of their branches. Please remember that every toy donated must be a new toy. Cash donations are also accepted at all of the AllSouth Credit Union branches, and at Carolina Honda on the day of the ride.

Some of the local bike clubs like The Starr Riders make this one of their main charities each year and it really helps these kids. Plan on telling someone who doesn't know about Camp Kemo, and bring someone new to the ride. There is such a need to help these kids and it cost approximately \$500 dollars for each kid to attend. You can even sponsor a child if you want to, with a \$500 donation. Make checks payable to Camp Kemo and bring it on the day of the ride, or call me (Jim Wertman, 803-252-3381) and I'll be happy to pick it up.

For more info on the Camp Kemo Ride and everything that we plan to do, visit our web site at www.CarolinaHonda.com, or give us a call. And as always, thank you very much for your support to this very worthwhile cause!

**9TH ANNUAL DAVID CLIFTON
CAMP KEMO
MEMORIAL RIDE**

Collecting toys
in support of
Camp Kemo
summer camp
for children
ill with cancer.

SUNDAY JUNE 10, 2012
DEPARTING CAROLINA HONDA AT 2:00 PM FOR CAMP KEMO IN BATESBURG-LEESVILLE

HONDA
Powersports of America

Carolina Honda and the social media revolution

Carolina Honda has entered into the social media revolution, and we hope you'll follow us on Facebook, Twitter and FourSquare.

You'll find special promotions, coupons and up-to-date news about what is happening here at your Powerhouse. Join our e-mail list by texting "carolinahonda" to 22828 and receive money-saving promotions first before the riding public becomes aware of them. You'll be the first to know about upcoming promotions and

giveaways, and you'll know before anyone else when new product arrives here at Carolina Honda.

So join us as we use social media as a better way to serve you today and into the future. Our slogan this year is . . . **"OWN THE ROAD ON A HONDA FROM CAROLINA HONDA."** We want your business and your friendship and we earn it every day.

Events & Dates

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

APRIL 20 & 21

I WANNA RIDE Open House Weekend, @ Carolina Honda Powerhouse

APRIL 21

Honda Riders Club meeting, 10am @ Carolina Honda Powerhouse

APRIL 27 & 28

I WANNA RIDE Open House Weekend, @ Carolina Honda Powerhouse

APRIL 28

Honda generator giveaway, 4pm

MAY 13

Mother's Day — don't forget Mom!

MAY 19

Motorcycle Safety Fair, 10am @ Carolina Honda Powerhouse

MAY 19

Honda Riders Club meeting, 10am @ Carolina Honda Powerhouse

MAY 28

Memorial Day — a time to honor our country's deceased veterans

JUNE 10

9th Annual Camp Kemo Toy Ride departs Carolina Honda Powerhouse, 2pm