

Riders' Newsletter

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

Spring Season Motorcycle Fever is Here at Carolina Honda!



The new Honda CBR1000RR and all the new models are at your Carolina Honda Powerhouse right now!

Motorcycle Season 2010 has arrived with a bang. This promises to be one of the best bike seasons ever, and Honda is ready with a brand new motorcycle lineup for 2010!

The new cruiser lineup is completely new, starting off with two new 750 motorcycles; the new Phantom and the new RS. These great new machines will definitely become the number one sellers in the USA.

Need something bigger than 750cc? There's the completely new 1300cc cruiser series with three new models that'll make you smile: the Stateline, Interstate, and Sabre, each one a little different style. And let's not forget the Fury, the best-selling chopper in the USA.

You asked for choice, and you got it! Two brand new 750s, three brand new 1300cc models, the Fury, and

Honda is not done yet. There's also a brand new NT700 — a smaller version of the ST1300 that is possibly the most versatile road bike ever; a brand new VFR1200 — the hit of the Greenville Bike Show; and the new CBR1000RR, and CBR 600RR. And Honda still has the Rebel 250, which is undoubtedly the best bike to learn on.

We've got 'em all here at Carolina Honda Powerhouse with prices that'll make you smile, all under one roof, every model, every color, every day. That's our promise to you.

With all the new bikes also comes some great financing options, plus we have all the accessories, clothing and apparel that you'll need to make this a great riding season.

So plan a visit at our Powerhouse soon, or visit our web site to see what's arrived. If you've got the fever for a new bike, come in for a free trade appraisal — nobody pays more for used machines, or sells more used machines, than Carolina Honda!

Eagle Rider of Columbia Rentals is Coming Soon!



Eagle Rider of Columbia Rentals is coming to Carolina Honda!

We've done our homework, and very soon in April you'll be able to rent a motorcycle, ATV, or personal watercraft right here at Carolina Honda. We're very excited to bring you this outstanding program, and there's absolutely nothing like it here in the Midlands.

We'll have special daily, 3-day, and 7-day rates. The rates are outstanding, and Eagle Rider of Columbia will give a discount to AAA members, active or retired military personnel, National Guard and Reserve, police, firemen, and motorcycle club members like HRCA and GWRRA.

Eagle Rider is a great franchise that

has 75 rental locations in the US and 25 in overseas locations. So you'll be able to rent in all locations from here, and there will also be a one-way rental.

We'll be renting street motorcycles starting at \$75 a day, all the way up to a new Honda Gold Wing for \$155 a day. We'll also rent ATVs for as little as \$145 a day, and personal watercraft for \$200 a day, including trailer.

Everything will rent right here at Carolina Honda, and everything we rent will be a Honda. So, spread the word and watch our web site. There will also be a special rental web site (CAE@EagleRider.com) that will launch in April for our rental kick-off grand opening. If you have questions about our rental program, send them by e-mail to tcoleman@carolinahonda.com.

At Carolina Honda we're driven to bring you the best sales, service and rentals under one roof. We're your full-service dealership, so why would you shop anywhere else. We've been serving the Midlands for over half a century, and we make it our goal to earn your business every day!

Springtime Hours Beginning May 1



Starting May 1, Carolina Honda Powerhouse will be open six days a week to better serve the Midlands, from **9:00 AM until 6:00 PM, Monday through Saturday.**

We're doing this to provide you the best service possible during our peak season, and to offer our Eagle Rider Rental Program six days a week. Our business plan is to keep these hours during our peak season May through December. As it stands now, during January through March we'll return to five days a week. But who knows, if the economy continues to improve, we may make this a permanent change.

Spring Tune-up Time

You know that your motorcycle, ATV or watercraft has been sitting all winter. So, right now is the time to get your Spring tune-up done at Carolina Honda.

With nine service bays and certified Honda technicians, we're ready for you, and in most cases you can get your machine back within 24 hours.

If you're too busy to bring your Honda in, contact Carolina Honda and for a very small fee we'll pick up your Honda, service it, and return it to you. If you're within a 15-mile radius of our store, the fee is very small.

Schedule your service today or pick-up by e-mailing jasonc@carolinahonda.com or our service writer at service@carolinahonda.com, or you may call us during normal business hours at (803) 252-3381.

Please remember that our Service Department has been ranked #1 in customer service for the past 6 years. We stand behind everything we do, and we provide quality service at affordable prices, performed by Honda certified technicians.

You might find a cheaper price, but who'll be working on your Honda? Are they school trained, and when was the last time they went to a Service Technician update? At Carolina Honda, we send our technicians every year to make sure they can provide you with the best possible service at the best possible price. Please remember, cheaper is not always better, and in our business it usually cost you more money in the long run. So get it done right the first time. Bring your machine to Carolina Honda where we earn your business every day.

Sportsman Classic

Carolina Honda will once again participate in the 26th Annual Sportsman Classic at the

State Fairgrounds on March 26 through 28.

Get ready for a wild weekend of displays of all types of outdoor products that are geared to today's sportsmen. Carolina Honda will have a great display of Honda ATVs and Side-by-Sides in the Ellison Building.

You can also learn about our upcoming ATV rental program and register to win a free ATV rental.

This is a great time to purchase a new Honda ATV. Pricing has never been better, and finance options are the best you've seen in years.

If you're even thinking about a new Honda ATV or Side-by-Side, or maybe you missed the boat show and you're looking for a great deal on a Honda jet ski, we'll have them all there for you. Plan on visiting us in the Ellison Building, and get ready for the best Sportsman Classic ever this year. And remember: Honda ATVs are made right here in SC — that's why they're rated the Best on Earth!

Spring Fever All Over

Spring Fever has hit our Parts Department and our Apparel and Accessories Departments, and we're ready for an awesome 2010!

Carolina Honda has one of the largest Parts Departments in South Carolina with all the parts and accessories for anything your Honda motorcycle, ATV, scooter or watercraft will ever need. It's all brand new, with some excellent closeout items as we bring in new products.

We also sell more clothing and apparel, helmets, and covers than anyone else in the Midlands. We have on-road, off-road, watercraft, and motorcross clothing; leather jackets; rain suits; covers; the latest communication equipment; and the largest selection of helmets in the Midlands. We carry only the best brands that give you the best value for your dollar. If we don't have what you're looking for, we can order it for you and have it delivered right to your door.

Vietnam Homecoming

We're very proud to be a part of the Vietnam Homecoming that's coming to Columbia on April 17-24. Carolina Honda will host The Ho Chi Minh Trail Ride Poker Run on Saturday, April 17. Registration starts at 9:00 AM, and the first bike out will be at 10:00 AM.

The bikes and cars that participate will visit 11 sites throughout the day, and all will meet back up at Dorn VA Medical Center for food and Vietnam-era product displays, and a then move on to some Vietnam era celebrations at several locations in downtown Columbia that will host Vietnam party celebrations.

The cost is \$20 per bike and rider with a charge of \$10 dollars for each passenger. You don't have to ride a bike to participate. At Dorn VA Hospital prizes will be awarded for the top three scores.

There are many more events being planned throughout the week with The Ho Chi Minh Trail Ride Poker Run as the first event. You can get a complete listing of events at www.vetsride.org or www.celebratefreedomfoundation.org.

Please help spread the word and please try and join in some way to honor our Vietnam veterans. They never got the home coming they deserved, and it's time to make that right. We're very proud to have John Baker, Medal of Honor recipient, who lives here in our community to help us with the ride and the weeklong events. A big "thank you" to John who sets a wonderful example by helping to pay tribute to our Vietnam-era veterans.

So, please plan on coming out for The Ho Chi Minh Trail Ride Poker Run, rain or shine, and participate in Columbia's first ever Vietnam Homecoming. Your entrance fee and every thing you donate is tax deductible. God bless, and thank you for taking the time to care!

UPCOMING EVENTS & IMPORTANT DATES

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

CAROLINAHonda
POWERHOUSE

▶ **MARCH 13**

Carolina Honda on display at the St. Patty's Day Celebration in 5 Points

▶ **MARCH 14**

Daylight Savings Time begins – remember to spring ahead

▶ **MARCH 19-21**

Charleston ATV Show – Carolina Honda will be there

▶ **MARCH 20**

HRCA Chapter meeting, 10AM @ Carolina Honda Powerhouse

▶ **MARCH 26-28**

Sportsman Classic, State Fairgrounds in the Ellison Building

▶ **APRIL (DATE TO BE ANNOUNCED)**

Eagle Rider of Columbia Rental program starts

▶ **APRIL 4**

Easter Sunday

▶ **APRIL 17**

Ho Chi Minh Trail Ride Poker Run – registration begins at 9AM

▶ **MAY 1**

New peak season hours of operation begin – 9AM to 6PM Monday thru Saturday