

# Riders' Newsletter

APRIL 2011

**CAROLINA Honda**  
POWERHOUSE



FROM JIM WERTMAN, GENERAL MANAGER • CAROLINA HONDA • 901 BUCKNER ROAD • COLUMBIA, SC 29203 • (803) 252-3381 • 1-877-284-8074 • www.CarolinaHonda.com

## Spring is finally here and we're ready to ride!

It's been a long, cold hard winter, and thank goodness winter is on the way out and Springtime has come to South Carolina! With the economy improving and people going back to work, doesn't it just make you want to get out and ride, getting the wind in your hair and putting a smile on your face?

Here at Carolina Honda, we're ready for Spring. We have a great new Honda motorcycle lineup for 2011, so plan a visit to our PowerHouse soon to see for yourself what we have to offer. Two models that have generated a lot of interest are the new CBR 250R, which should be here the end of April, and the 2012 Gold Wing which should be in the dealership in May.

The best news is that the Honda plant south of Tokyo in Japan did not get damaged and is operational. We should see very little interruption of product coming here to the US.

If you already own a bike, make sure it's ready for the riding season. Start the season with a fully serviced motorcycle that will bring you a lot of fun riding without any problems.

The Carolina Honda Service Department is ready to serve you with nine service bays and Honda-trained and certified technicians. We can

get your bike serviced in a very short period of time so you won't miss out on any riding time.

While you're getting your bike serviced, ask for a free trade-in evaluation and be ready to make a move up to a new Honda — it may be easier than you think.

If you're on the lake, get your personal watercraft ready for the season. With the winter gone, it's time to get your jet ski de-winterized and ready for spring. We're ready to make that happen for you to ensure a summer filled with water fun!

So, plan a visit to Carolina Honda to see what's new, and how we can help you keep up the fun. We'll be glad to see you, and we'd love to give you a complete tour of the dealership, meet some new people, and some old familiar faces who are ready to make you feel appreciated at our store. We take great pride in providing you the best service in the Midlands. Carolina Honda was awarded the Council of Excellence Award for superior customer service for 2010. We're very proud to receive that award and are committed to doing even better for you in 2011!



The 2011 CBR 250R will be at Carolina Honda at the end of April, and the 2012 Honda Gold Wing will be here during May.

## PowerHouse Departments ready for Spring, and you

### PARTS DEPARTMENT

The Carolina Honda Parts Department is ready for another banner year. There's not another parts department in the Midlands that can provide you with better service.

Whether it's the newest accessory item on the market, a special order item that we order for you, or a parts order, we'll get it done and you can either pick it up here or we'll deliver it to your door.

Our Parts Department is organized with a group of professionals who know what they're doing. If it's accessories you're looking for, Rich Cochran is the person to get it for you. If it's a part for your bike, ATV, scooter, or watercraft, Chris Bickley either has the part you need in stock or he'll get it for you. And when you need the right apparel and clothing to ride, Anna Buffkin has got what you need — and if she doesn't, she can get it. New HJC and Scorpion helmets and Olympia jackets are here along with Frogg Toggs, the best wet weather gear. Just e-mail Anna for any of your clothing or apparel needs at [annabuffkin@carolinahonda.com](mailto:annabuffkin@carolinahonda.com).

We also provide the best deals on the things you need the most, like lifetime battery where you never have to purchase another battery as long as you own your Honda, or tire replacement offering the best tire prices.

We're always trying to serve you better. If you have a suggestion be sure and e-mail Mark (Sparky) Ayer at [marka@carolinahonda.com](mailto:marka@carolinahonda.com) and let him know how we can better serve you.

### SERVICE DEPARTMENT

The Carolina Honda Service Department is geared up and ready for a great year, too. We're trying very hard to make it easier for you to bring in your Honda for servicing.

In April, we're starting Express Service Check-In by going to our website and check your unit in for servicing before you bring it here. This will help both you and us, and will cut down on the time you have to wait in line. The goal for Express Service Check-In is to enable you to bring your Honda here, sign and go.

We'll also try to get our Ride To Work program on-line this year. This will allow you to drop your Honda off and we'll provide you a ride to work.

On Wednesdays during April and May we'll provide Free Service Evaluation inspections to make sure your Honda is ready for the riding season. All we ask is that you e-mail us and let us know that you are bringing your Honda and what time you'll be here. We'll provide a free Service Inspection while you wait. You can also use this evaluation as a free trade-in evaluation if you are considering on trading up.

Many of you have asked about the discounted tire mounting we did last year, and we'll be providing these types of programs again this year. They will be announced by e-mail blast and Face Book only, so be sure and follow us on Face Book and look for your e-mail blasts to get some great specials. The first of these programs will begin during April, so stay in touch with us.

### EAGLERIDER RENTAL DEPARTMENT

Carolina Honda rentals through EaglerRider is also getting ready for a great year.

We are fine-tuning our rental fleet to give you the Honda motorcycles, watercraft and ATVs you want to rent. You'll definitely find our motorcycle line-up improved this year. We've even added additional watercraft to meet the demand, and are in the process of fine-tuning the ATV models we have available for rent.

If you're thinking of renting from us, we strongly suggest that you get your date booked so that you can be sure we have the rental unit available when you need it. We've made it very easy to reserve a rental — just e-mail [tcoleman@carolinahonda.com](mailto:tcoleman@carolinahonda.com) or give her a call here at the store. The rates are reasonable and the rental units are all Hondas.

Please continue to spread the word about Carolina Honda rentals, and remember: we are the only rental resource available in the Midlands. This Carolina Honda service is a great way to start enjoying the riding fun that everyone raves about. Discover for yourself what all the buzz is about, and get out in the fresh air this Spring. Plan on renting your dream bike, ATV or watercraft this year — you won't be sorry!



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MORE NEWS AND INFORMATION ON THE OTHER SIDE

# BECOME OUR FRIEND

## follow us on facebook

**WE WANT YOU TO BE OUR FRIEND BY FOLLOWING US ON FACEBOOK. WHY?**

**BECAUSE WE WANT TO SERVE YOU BETTER IN 2011, AND AFTER A LONG HARD WINTER, WE WANT TO HAVE SOME FUN!**

### Here's how it works:

- 1** Become a **FRIEND OF CAROLINA HONDA ON FACEBOOK** and we'll have weekly drawings for door prizes by random selection each week.
- 2** When we reach 500 Friends on Facebook, we'll give away a \$25 dollar gift card every week.
- 3** When we reach a 1,000 Friends on Facebook, we'll give away a \$50 dollar gift card each week.
- 4** If we get 2,000 Friends on Facebook, we'll give away a \$75 dollar gift card each week.
- 5** And finally, if we reach our goal of 3,000 Friends on Facebook, we'll give a lucky person chosen by random a \$250 dollar gift card!

So spread the news — Carolina Honda wants friends. Just to keep it interesting, we'll post great specials that will change every week. Now you'll have a reason to look often while we become best friends!

PROMOTION EXPIRES MAY 31, 2011

## Carolina Honda operations update

Carolina Honda will continue to operate on a five-day work week this year. In the past, we have tried a six-day work week, but it just did not work for the majority of our customers or us. So, in order to provide you with the best possible service, Carolina Honda's hours will remain Tuesday through Saturday, from 9:00 AM until 6:00 PM. In some cases we may take rental units back in on Monday, but only rental unit returns since the store will not be open for normal sales traffic. Thanks to you all for your help and understanding in this matter.



Scan this code using any free QR app on your smartphone to visit Carolina Honda's informative and value-packed website.

## Events & Dates

LOG ON TO [WWW.CAROLINAHONDA.COM](http://WWW.CAROLINAHONDA.COM)  
FOR MORE NEWS, EVENTS AND INFORMATION

**CAROLINA Honda**  
POWERHOUSE 

- ▶ **APRIL 2**  
Animal Rescue Ride, The Village at Sandhill, 10:00 AM
- ▶ **APRIL 2**  
Autism Ride, Lake Bar & Grill, Hwy. 6 and I-20, 10:00 AM
- ▶ **APRIL 9**  
Combat Vets Purple Heart Ride, Jack's Custom Cycles, 10:00 AM
- ▶ **APRIL 16**  
Honda Riders Club of America Chapter meeting, 10:00 AM, Carolina Honda
- ▶ **APRIL 30**  
Buffalo Soldiers Motorcycle Poker Run, Carolina Honda, 10:00 AM
- ▶ **MAY 13-21**  
Bike Week, Myrtle Beach, SC
- ▶ **MAY 21**  
Annual Motorcycle Safety Fair, Carolina Honda, 10:00 AM
- ▶ **MAY 24**  
Fort Jackson Safety Fair
- ▶ **MAY 28-30**  
Memorial Day Weekend