



AUGUST 2008

Rider's Newsletter

FROM JIM WERTMAN, GENERAL MANAGER

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BIG RED ARRIVES THIS MONTH!

Well, the wait is almost over: Big Red, Honda's new multi-utility side-by-side ATV, arrives at Carolina Honda's Powerhouse the week of August 18th. We've been waiting for years for Honda to develop a side-by-side ATV. You can bet it has been worth the wait, and we're so excited.

With Big Red you'll get the best side-by-side ATV on the planet, and it comes in red and camo colors. So be sure to watch our website for pictures, pricing and daily updates.

You will only see Big Red at a Powerhouse dealership in 2008, and as an official Powerhouse dealership, Carolina Honda will bring it to you right here in the Midlands. For pricing, colors, accessories, brochures and more, check our website daily. But for now, plan on viewing Big Red on Friday, August 22nd and 23rd. If there are any changes or delays, or if it gets here sooner, we will get the word out. If you are interested in purchasing Big Red, then be sure to e-mail us at www.carolinahonda.com and we'll put your name on a list and keep you informed of its arrival and availability.



WE CAN HELP YOU SAVE GAS

It's no secret that the cost of gas has affected everyone's life. Well, we can help you save valuable gas and money. How? With a new or used Honda motorcycle or scooter as a way of transportation to get to and from work or school. We have a host of models that get 50 miles to the gallon or better, and if you choose a scooter you could get 100 miles to the gallon. You do the math and calculate the savings.

Here at Carolina Honda Powerhouse we understand your need and know what you want—you want to save gas money. We have done two things to help you: First, we have the best lineup of motorcycles and scooters available in the Midlands. As a Powerhouse, everytime we sell a bike or scooter, Honda sends us a replacement. You won't find that anywhere but at a Powerhouse store. We have the best selection, great financing with zero down, and financing as low as 3.99% if you qualify. You won't find that anywhere else!

Second, on select models like VTX 1800s and Gold Wings and personal watercraft, we will not only give you a great deal but a \$100 gas card. That's the Carolina Honda Powerhouse difference. The free gas card is available on only select models.

Contact our great sales team to find out what units qualify. Before you ask, the answer is YES, we do take trades, and YES, we give you the best trade-in allowance in the Midlands. We want your trade. But don't wait; call or come by today and start saving money and gas—and having fun at the same time. At Carolina Honda, you can have your cake and eat it too. Hope to see you soon!



YOU CAN HELP US SAVE A LIFE

Join Carolina Honda, Midlands Honda, and the Columbia community on Saturday, August 9, as we try to help save the life of Abigail Gadson.

There will be a bake sale, raffle, and a \$10 car or bike wash to help raise money in order to help send this beautiful little girl to China to have lifesaving surgery.

The event will start at 10:00 AM and go until we're done washing the last bike or car. Even if you can't attend, you can send a cash contribution to Carolina Honda, Attn: "Save Abby's Life," 901 Buckner Road, Columbia SC 29203. If you have time, please come and volunteer to help wash cars or bikes, or sell food. You may call Lindsay Bowling at (803) 673-7475 to coordinate any assistance.

A little help goes a long way, and I am sure the bike community, Carolina Honda, Midlands Honda and everyone involved will give their best effort to help this young girl and her family. All the proceeds earned will go to the family. So take a few moments to remember someone who really needs your help. Thank you for your time, your contribution and for caring about someone in need. God bless from the entire Carolina Honda Staff and friends.

FINAL PERSONAL WATERCRAFT SALE OF THE YEAR

As we approach Labor Day, it's time to have our annual year-end personal watercraft sale. If you even think you want a personal watercraft, you need to pay attention to this event!

From now until they're gone, you simply won't believe the savings—up to \$3300 on select models! Family three-seaters, both turbo and non-turbo, two-seater Sport, and the new F15X 200 horsepower; they all have to go and the savings are HUGE!

There is a limited supply, and at this writing we have 12 left. These are first-come, first-served. And just to make every deal a little sweeter, we will give you a \$100 gas card with every new Honda personal watercraft purchased.

Test rides are available upon request, so please contact our sales team at www.carolinahonda.com. Also ALL watercraft accessories are at year-end closeout specials. Don't wait, 'cause they'll be gone soon.

ATV SEASON IS HERE

It won't be long before hunting season is here, and Carolina Honda Powerhouse has the ATV you need for hunting, for the farm, or for just having fun.

We still have a great selection of 2007 models that have been reduced by the factory to sell now. We also have a great selection of new 2008 ATVs with zero down and 3.99% financing if you qualify.

Yes, we want your trade, and yes we give you a great trade-in allowance. Before you buy any ATV, consider a Honda. Nobody gives you more value for the dollar, and they are made right down the road in Timmonsville, SC. The #1-rated ATV in the world is Honda. Only a Honda ATV has "The Best on Earth" logo that has been proven over and over.

So whether it's a great buy on a leftover 2007, or a new 2008 model, we've got it. It's here now and you can take it home today—from Carolina Honda Powerhouse!

CAROLINA HONDA UPCOMING EVENTS

PLEASE CHECK WWW.CAROLINAHONDA.COM FOR THE MOST CURRENT INFORMATION

- AUGUST 9** "Save Abby's Life" Car/Bike Wash and Bake Sale, 10AM until ?
- AUGUST 16** Honda Riders Club of America Chapter 0434 meeting, 10AM at Carolina Honda
- AUGUST 22-23** Preview Big Red Side-by-Side ATV
- AUGUST 27** Bike Night, The Ale House, Harbison, 6-9PM (this is a new location)
- AUGUST 28** USC first home game vs. NC, 7:30PM (stop by and see our display)
- AUG 30 -SEP 1** Honda Riders Club of America Chapter 0434 meeting, 10AM at Carolina Honda