



SEPTEMBER 2008

Riders' Newsletter

FROM JIM WERTMAN, GENERAL MANAGER

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BIG RED IS HERE — THE WAIT IS FINALLY OVER!

Well, the wait is over — Big Red is here at Carolina Honda Powerhouse and you can see Big Red *only* at Carolina Honda here in the Midlands. It's a 2009 model and will only be in six dealerships in the state of SC.

We are very proud and excited that it is here at Carolina Honda Powerhouse. It comes in two colors, Honda red with a MSRP of \$11,399 and Camo with a MSRP of \$11,899.

We'll have two red models through September, and we'll have two camo and two red models in October. So if you even think you are interested, plan a visit to come and see Big Red. For the remainder of the year, there will be limited production on the Big Red. However, after October 1st, Carolina Honda Powerhouse will have a good supply of these vehicles. Every time we sell one, Honda will replace it, so don't worry if you want one this year — Carolina Honda is the place to shop and get one.

With Big Red you'll get the best side-by-side ATV on the planet. There's a complete accessory catalog that is at our store and available on-line at our website and Honda's website. You should be able to shop for the full line of accessories when you purchase, and there will be no delay. That's the Powerhouse difference! At the writing of this newsletter it looks like the official medical on-field evacuation vehicle for the USC Gamecocks will be Big Red, and we're trying very hard to provide them with one. If all goes well, Big Red should be on the Gamecock sideline in September!



FALL PRODUCT GIVEAWAYS

To celebrate Carolina Honda's over 50 years of service to the Midlands, we are proud to announce our Fall Product Giveaways. You heard it right — for the next three months we'll give away a new Honda every month!

This is our way of saying "thanks" for over half a century of great service. We guarantee that each month some lucky customer will get a new Honda free just for attending our Open House and registering. There's nothing to buy, and no games to play. All you need to do is be present on the day of the Open House and be registered to win.

To get the word out and hopefully increase awareness of this promotion, we'll be set up to tailgate each month at a very special USC home football game. **You will be allowed to register at the tailgating event, but you must be present at Carolina Honda on the day of the Open House.**

Our first Fall Product Giveaway will be in September, where we will give away a new Honda NSR50 valued at \$3,500. We'll tailgate in the Bojangels parking lot for the Georgia Game on September 13th from 9:00 AM until game time, so you can register there or at the store on the day of the Open House. If you miss the September giveaway you'll still have two more chances. We'll give away a new Honda ATV in October, and a new Honda dirt bike in November.

We appreciate your business, and we prove it every day. Experience the "power of nice" at Carolina Honda Powerhouse!

SEPTEMBER OPEN HOUSE GIVEAWAY

During September, we start off Carolina Honda's 50+ years of service celebration by giving away a new Honda at our September Open House. We guarantee that someone at our Open House will win a brand new Honda!

Our Open House will be held on Saturday, September 27th at 1:00 PM. You must be present to win. No games to play. Just visit us during our Open House, register for the free new Honda, and at 1:00 PM we will draw the lucky entry form. Its that easy.

What are we giving away? Well, for our first giveaway in September we are giving away a special limited edition NSR50R valued at \$3,600! We appreciate your business, and it's you who've made us the number 1-selling Honda dealership in South Carolina. So we are saying thanks over the next three months by giving some lucky customer a new Honda every month.

But lets concentrate on September's giveaway, since it's first. You can pre-register for the giveaway at the USC vs. Georgia game from 9:00 AM until 3:00 PM in the Bojangels parking lot across from Williams Brice Stadium. Come by and visit us, see our display, and pre-register. But remember, to win you must be present at the dealership on Saturday, September 27 at 1:00 PM when the drawing takes place. We are so excited, and what better way to say thanks than to give some great customer a new Honda for free. See you soon. Remember you meet the nicest people at a Honda dealership!

GET READY FOR FALL/WINTER NOW

As Fall approaches, so does hunting season. To get the best performance out of your ATV all season long, have it tuned up and serviced soon.

Carolina Honda is here to help you do that with nine service bays and certified Honda technicians. Don't put it off and then bring it after its broken down and won't run because you'll just waster your valuable hunting time. If you want to make an appointment or get a price quote, simply e-mail jasonc@carolinahonda.com. Pickup and delivery service is available.

If you have a personal watercraft, don't forget about winterization. It's an important maintenance item and it could save you on a very costly repair. Last year we had three PWC owners who did not winterize their machines, and they froze up. The average repair costs \$1,500 to over \$3,000, and its not covered by warranty. Don't wait until it's too late; get it done and again check with jasonc@carolinahonda.com for prices or to make an appointment. Pickup and delivery is available at a additional charge.

Finally, bikes need servicing also. Too often we ride them every day and never check the oil or the air pressure in the tires. If you ride all year, just be sure to keep your bike serviced. We are here to help you. If you're going to store your bike, let a certified Honda technician service it for you. That way, in the Spring when you're ready to ride again, you won't have a costly repair. Want to do it yourself? Come in and talk to our staff — they'll make sure you get the right products to do the job right.

CAROLINA HONDA UPCOMING EVENTS

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

- AUGUST 26-30** Carolina Honda's BIG LABOR DAY SALE
- AUGUST 27** H3 Bike Night, The Ale House, Harbison, 6-9PM, bring your punch card (new location)
- SEPTEMBER 1** Closed for Labor Day — shop on our website for specials @ www.carolinahonda.com
- SEPTEMBER 13** USC tailgate for GA game, Bojangles parking lot, 9AM 'til game — register for Honda Giveaway #1

- SEPTEMBER 13** Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- SEPTEMBER 20** SC Pride Festival @ Finley Park — visit our display 11AM to 6PM
- SEPTEMBER 25** H3 Bike Night Final Event, The Ale House, Harbison, 6-9PM, bring your punch card
- SEPTEMBER 27** Fall Honda Giveaway Open House — win a new Honda NSR50