

Riders' Newsletter

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

Shop Smart and Easy this Year at Our "Secret Santa Sale"

Carolina Honda celebrates the first day of winter, and helps you shop smart and easy, with a Secret Santa Sale on Monday, December 21, from 9AM to 6PM!

We're going to make this a very special day just in time for Christmas. We'll have special prices throughout the store that will only be unveiled on the day of the sale. If you're thinking Honda for Christmas, whether it's a new Honda motorcycle, dirt bike, ATV, side-by-side, or watercraft; clothing and apparel; accessories; or a gift card, you don't want to miss this sale. If you're a Carolina Honda Priority Service Customer, you will even receive an additional discount.

So make time on Monday, December 21, to visit Carolina Honda for our Secret Santa Sale. We'll put some ring in your holiday spirit with door prizes, holiday snacks and prices so unbelievable that we need to keep them a secret!



2nd Annual Great Grades Promotion Winner to be Announced Dec. 5th

The 2nd Annual Great Grades Promotion ends and this year's winner will be announced on Saturday, December 5, 12 noon at Carolina Honda.

Is your 1st through 6th Grader registered? You have until 6PM Friday, December 4 to get your student(s) registered. We will not accept any new registrations on the day of the giveaway.

You can go to www.carolinahonda.com and download a registration form and the rules, or just come by the store. You do not need a report card to register, but if your child is selected on Saturday, you'll need to show us one at that time. Hundreds of kids and their parents will be here on Saturday, December 5, so make sure you're on time. We'll start the drawing promptly at noon, and you must be present to win.

At Carolina Honda, we're very proud of what these kids have accomplished in school, and we'll establish the first Red Riders Wall of Honor, where every kid who entered will be recognized for all to see for one year. We have never done this before, but each year we will display a Red Riders Wall of Honor to recognize what these kids have accomplished, and to help them celebrate!

Fall Service Programs Keep You Going Through 2009

Carolina Honda's Fall Service Program will continue on through December 31, 2009, with the \$49.99 oil change special.

This program has been a great success — but remember it's only for Honda machines. So bring in your Honda motorcycle, ATV, or scooter and take advantage of this great program.

We have customers coming from all over. This is a great cost savings for any Honda bike or ATV owner. No appointment is necessary, and if you come early, you can wait for the oil change to be done. With nine service bays to serve you, we get the job done

so you never lose quality riding time.

We will also highlight the Fall ATV Tune-up Special for \$99.99 — a savings of over 25%. This has also brought a great response from all over.

Once again these programs are only for Honda machines. We want to take care of the people who purchased a Honda, and to thank you for your loyalty. So far this year we have helped save customers thousands of dollars during these very tough times. At Carolina Honda, we make it our business to earn your business every day.



Happy Holidays from all of us at Carolina Honda!

9th Annual Vets' Christmas Charity Ride this Month!



Our Ninth Annual Vets' Christmas Charity Ride will be held on Sunday, December 13.

The ride will depart from Carolina Honda at 2:00 PM, but you do not have to ride to participate. You can go to the www.vetsride.org and download all the information you need in order to participate. On the website, you'll also find a list of gift suggestions, as well as drop-off points for presents and cash donations.

We need your help every year to bring Christmas to the

veterans at Dorn VA Hospital. Even the smallest present is really appreciated because many of the vets just don't have much of a Christmas.

We also bring Christmas cheer to the veterans homeless shelters. These are people who have nothing, and every year the demand gets larger as more veterans become homeless.

So, if you want to give something back this year to folks who really need your generosity, what a great way to do it. Ask your

children be a part of it and teach them the importance of giving back to a group of people who are forgotten by everyone else.

Please take part. Please spread the word and help make sure that the veterans in the hospital and the homeless shelters are remembered at Christmas. As always 100% of what you give goes to the veterans, and the ride is an approved state and federal charity, so your gifts are tax deductible. At Carolina Honda, we sincerely thank you in advance!

UPCOMING EVENTS & IMPORTANT DATES

CAROLINA Honda
POWERHOUSE

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

▶ **DECEMBER 4**

Great Grades Promotion final registration day.

▶ **DECEMBER 5**

Great Grades Promotion dirt bike giveaway drawing at 12 noon at Carolina Honda. Winner MUST have a copy of report card.

▶ **DECEMBER 13**

Vets' Christmas Charity Ride. Visit www.vetsride.org for more info.

▶ **DECEMBER 21**

Secret Santa Sale at Carolina Honda, 9AM to 6PM.

▶ **DECEMBER 23**

Final day to pick up layaway items.

▶ **DECEMBER 24**

Carolina Honda will close Christmas Eve at 1PM.

▶ **DECEMBER 25 – DECEMBER 28**

Carolina Honda will closed for the Christmas holidays.

▶ **DECEMBER 29**

Carolina Honda re-opens for business at 9AM.

▶ **JANUARY 1, 2010**

Carolina Honda will closed for New Year's Day.