

Riders' Newsletter

CAROLINA Honda
POWERHOUSE

NOVEMBER / DECEMBER 2010

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

Holiday Shopping Season is Here – Shop Early for the Best Deals

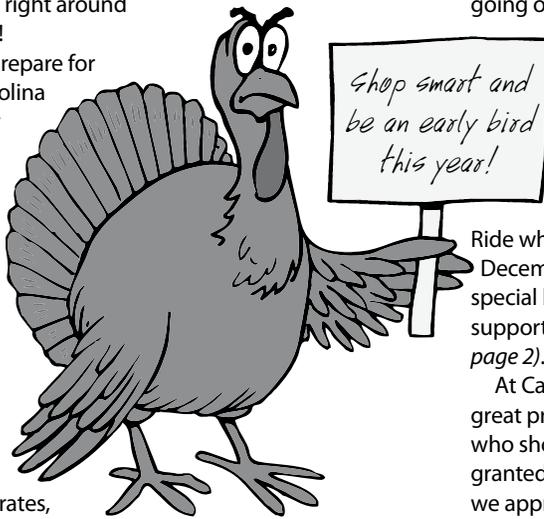
The air is chilled, Thanksgiving turkey is right around the corner, and it's holiday shopping time!

We have a lot to be thankful for as we prepare for Thanksgiving and the holiday season. Carolina Honda is your holiday shopping store. For this year we have some very exciting promotions that will spice up your holiday season.

Honda has some great new 2011 models that are arriving daily, and some great specials on last year's models. Remember: the early bird saves the most money, so take advantage of these great Honda offers and save a lot of money.

Whether it's a new ATV, dirt bike or street bike, Honda has the best deals right here at Carolina Honda. And with free layaways and special holiday finance rates, why would you shop anywhere else?

Carolina Honda also has some great holiday programs



going on, like our Great Grades Promotion for students in the 1st through 6th grades who can enter to win a free dirt bike if they have B's or better on their report card. Bring the kids and come by and register. Go to our website (www.carolinahonda.com) and download a registration form and a copy of the rules.

We also have our Vets Christmas Charity Ride which celebrates its tenth anniversary this year on December 12. We'll celebrate this great ride with a very special bike giveaway as a way of saying thank you for supporting our Veterans in Dorn VA hospital (see story on page 2).

At Carolina Honda we continue to bring you these great programs because we care about the people who shop here and we never take your business for granted. Our commitment to you will never change — we appreciate your business every day here at Carolina Honda.

Happy holidays and shop early!

Buy Red and Save Some Green



Honda Generators are now available at Carolina Honda. To celebrate the arrival of our Super Quiet Honda generator models, we will have a very special **RED FRIDAY SALE** from November 13 to November 29 at Carolina Honda.

Not only will you be able to purchase the best and quietest generator made, but you'll also get an instant rebate of \$100 on any of the super quiet Honda generators purchased.

Not sure what generator size you need? Our friendly staff can help you with that. You can also visit our website and click on "showroom" and then "power equipment" to get the specs on all the Honda Super Quiet Models.

These generators are in stock and ready for delivery, but remember: wait until RED Friday so you can get the best deal. Plan a visit to our showroom where you can get a firsthand look at our new Honda generator lineup.

\$99 RENTAL SPECIAL!

It has been a great thrill to see all of the rental customers who come in and rent a motorcycle, ATV or watercraft. While it has gotten too cold for personal watercraft rentals, the motorcycles and ATVs are doing just fine.

The rentals have been so successful we want to pass the savings on to you. For the month of November you can rent any motorcycle or ATV for \$99 dollars a day. That's a great savings, and with South Carolina weather you have an extended riding season. So plan on taking that trip up to the mountains, or out to one of the fun ATV riding parks like Carolina Adventure World just 30 minutes from Columbia and have a great time. We provide you with everything you need.

Contact Traci Coleman at tcoleman@carolinahonda.com or give her a call and she can hook you up with a great rental deal. Got family coming, and want to ride with your brother or sister, father or mother? Why not rent and show them South Carolina in great riding fashion!

We Have the Best Apparel and Clothing

Carolina Honda has the best selection of apparel and clothing for every member of the family. Everything for men, women, and children — we've got what they want and need to ride in style.

With the weather getting cooler, you'll need protection from the cold. You can try on the latest in heated gear right here at the store. We have the latest helmets, eyewear, footgear, jackets, and everything else right here at your Carolina Honda Powerhouse.

We have new winter riding jackets for \$99.95, new Thinsulate gloves that will keep your hands warm while riding, and so much more new winter gear. Layaway now for Christmas at no charge for only 10% down and monthly or weekly payments to pick up your gifts by December 23.

Anna is our Apparel/Clothing Manager, and she can help you find whatever it is you need.



E-mail her at annabuffkin@carolinahonda.com or just call her at 877-284-8074 toll-free.

Don't know what to get your spouse or special friend for Christmas? Make it easy on yourself with a Carolina Honda Gift Card!

Priority Service Plan Renewals

If your Carolina Honda Priority Service Plan is about to expire, renew before December 31 and save \$100 off of the renewal fee.

Not sure when your plan expires? All you need to do is e-mail Traci Coleman at tcoleman@carolinahonda.com and she'll tell you when your plan expires, what your renewal will cost, minus the \$100 dollars for renewing early.

You can renew by credit card or check, but to get the discount, it must be completed by December 31, 2010.

MORE NEWS AND INFORMATION ON THE OTHER SIDE

Great Grades Promotion Special Registration

Carolina Honda will hold a Great Grades Promotion special registration at the Arkansas vs. USC game on Saturday, November 6, from 1:00 to 7:00 PM.

Registration for our Third Annual Great Grades Promotion has been going great, but just in case you have not stopped by the store yet, we want to offer you a special opportunity to register your 1st thru 6th grader at the USC-Arkansas game. We'll be located in the Bojangles parking lot across from Williams Brice Stadium with a great display, registration forms, and copies of the promotion rules so you can sign up your child.

No report card is necessary at the time of registration, but the student must be present to win at the drawing on Saturday, December 11 at 2:00 PM at Carolina Honda's Powerhouse. If their name is drawn, they must produce a report card showing grades of all B's or better for this school year.

Download a copy of the flyer, the rules, and a registration form from our website (www.carolinahonda.com).

USC-Clemson Game Contest



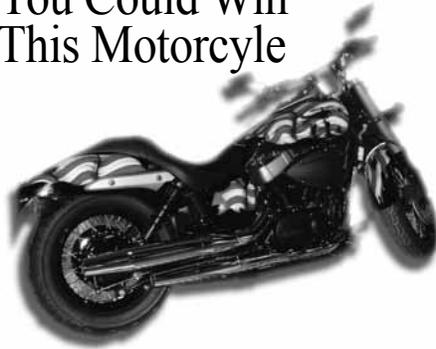
We want to have a little fun and at the same time give away a \$100 Carolina Honda Gift Card to the person who can predict the USC vs. Clemson football game score.

Here is how you enter: simply e-mail us your prediction of the score to receptionist@carolinahonda.com by close of business on Friday, November 26. In your e-mail give us the score, and as a tie breaker, the total number of net yards the Carolina Gamecocks will get for the game.

It must be done by e-mail, and only one score per e-mail address will be allowed. The winner will be notified by e-mail.

If, after the tie breaker, there is more than one person eligible, then the winner will be selected by random drawing. There are a lot of Gamecock and Clemson fans who shop at Carolina Honda, so lets have a little holiday fun and see who can win the \$100 dollar gift card!

You Could Win This Motorcycle



When you participate in this year's Vets Christmas Charity Ride, you could win a very special patriotic theme motorcycle. This is the tenth anniversary of our annual Veterans Christmas Charity Ride, and to celebrate and say thank you, we are going to give away this beautiful 2010 Phantom 750cc motorcycle with a very special patriotic paint job.

We are very proud to bring Christmas to our veterans in Dorn VA hospital and the two homeless shelters run by Dorn. We could not have done this without the motorcycle community. So, with the help of some of our great sponsors, American Honda, an incredible paint job by AJ's Artwork and donated by Gene and Debbie Royer from All American Heating and Air, we're going to give away a fabulous motorcycle.

There is no cost to you. All you have to do is register and participate in the ride on Sunday, December 12. You can learn more by going to the ride website (www.vetsride.org). There you can download a flyer for this year's ride and get information about the motorcycle give away.

We hope that this year's ride will be the biggest ever and that we set an example that hopefully others will follow in taking care of this very special population in our VA hospitals.

So please help us spread the word, and we hope you'll participate in the ride. God bless our veterans, our motorcycle community of riders, and our country. Let's make this a ride that will get national attention and just maybe Veterans in hospitals other than Dorn will have a Christmas this year.

November Service Specials

Carolina Honda is very glad to continue our monthly service specials. For the month of November we will continue to offer tire mounting labor for half off in our Service Department every Wednesday.

You must purchase your tires from Carolina

Honda, and you must get them mounted on Wednesdays to get the half-off labor promotion.

We're also offering a special winterization for all of our watercraft owners for only \$112.57, which includes a complete winterization and tax. And for an additional \$25, we'll pick up your watercraft and return it to you as long as you live within a 25 mile radius of Carolina Honda and have the it out of the water on a trailer.

If you need to winterize a motorcycle, scooter or ATV, we also will offer a 15% discount to winterize any of those units for you. If you are not going to ride, you need to winterize your watercraft, motorcycle, or ATV to avoid costly repairs in the spring.

Parts Dept. Selected One of the Best in SC

Once again, our Carolina Honda Parts Department has been selected of one of the best Honda Parts Departments in South Carolina.

Our Parts Department has the best selection under one roof, and we have a very friendly staff that can meet your every need. Rich Cochran is the best accessory person in the state — if it's a motorcycle or ATV accessory or tire you're looking for, he can find what you want for a great price.

Mark Ayer, our Parts Manager, has been with Carolina Honda since 1994, and is our book of knowledge. If it can be found, he can find it. If you want to do something with your unit, he can tell you or show you how to do it. You can't find that type of experience anywhere else. Mark is a vintage Honda collector. We proudly display his vintage bikes on the floor from time to time. So if you have a really old Honda, Mark is the guy to talk to.

You can e-mail Mark Ayer at marka@carolinahonda.com or Rich at rcochran@carolinahonda.com. If you want a very special part or accessory for Christmas, just write down what it is you want and see one of these guys. Remember, you can always ask for a Carolina Honda gift card for Christmas and then purchase what you want after the holidays.



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
FOR MORE NEWS, EVENTS AND INFORMATION



▶ TUESDAY, NOVEMBER 2

Please vote — every vote counts

▶ NOVEMBER 3

Vet's Ride meeting, Hudson's BBQ, Lexington, 12:30 PM on the patio (buffet served)

▶ NOVEMBER 6

Special display and Good Grades registration at the USC-Arkansas game, 1:00 to 7:00 PM, Bojangles parking lot

▶ NOVEMBER 13-29

Red Friday Sale promotion for Honda generators

▶ NOVEMBER 20

Special military appreciation game at Williams Brice Stadium — USC vs. Troy

▶ NOVEMBER 20

Honda Riders Club of America meeting, 10:00 AM, Carolina Honda Powerhouse

▶ NOVEMBER 26

Closed for Thanksgiving — have a happy holiday!

▶ NOVEMBER 27

USC-Clemson Score Contest ends at 6:00 PM