



Rider's Newsletter

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OCTOBER 2007

FALL IS HERE!

BY JIM WERTMAN, GENERAL MANAGER – Fall has finally arrived, and that is a very exciting time here at Carolina Honda. Every day new 2008 models of motorcycles, ATVs and off-road bikes arrive, and Honda has announced some very special closeout pricing on the remaining 2007 models.

So, if you're interested in trading or purchasing a new Honda, now is the time. The savings on noncurrent year models is great. In my 13 years in this industry, I've never seen this kind of savings backed up with financing of 1.99% on street motorcycles, and 3.99% on off-road and ATV units.

There are a limited number of 2007 models left to choose from, so be sure to get here quickly. You don't have to take delivery now — layaway for Christmas is available starting October 1, and you must pick up your purchase by December 22. And remember — if you can't make it to our store, you can always shop 24/7 at www.carolinahonda.com.

THE PERFECT CHRISTMAS GIFT

We hope Carolina Honda is one of your main Christmas shopping stores. Please be sure to visit our website, go to the "Parts and Accessories" section, and make out your Christmas wish list. Then make sure your family and friends have a copy of your list. When they come in to the Carolina Honda Powerhouse, our friendly staff will be glad to assist them in choosing your gift(s).

Please make your list complete and accurate with the year, model, color, sizes, etc. of the item(s) you'd like to have. That way, our staff can give the person buying your gift the best help possible!

CAROLINA HONDA RACING

Congratulations to the Carolina Honda Race Team and the new 2007 State Champion Carlisle Fogle, rider of #512 2007 Honda CRF-450R. What a great effort and accomplishment! When we provided Carlisle with a new Honda CRF-450R we knew what a talent he was.

We are so proud of him and the entire Carolina Honda Racing Team. Take a minute and visit our website to view the #512 in full-action video.

Our youth rider, Blake Lomas, is also having a great season and still a serious contender for the championship on a new

2007 Honda CRF-150R. Blake was the 2006 Track Champion on a 230cc 4-stroke class, and has moved to the all new CRF-150R this year. We're very proud of Blake and his family — what a great role model for other young riders!

FAMILY DAY AT CAROLINA ADVENTURE WORLD

Carolina Honda is proud to sponsor Family Day at Carolina Adventure World, where kids under 18 will be admitted free. Make plans to attend on Saturday, October 6. Gates will open at 9:00AM and close at 6:00PM.

This will be a fun day for the whole family, with 100 miles of ATV and dirt bike trails, along with motorcross tracks for adults and youth.

While you're there, make sure you visit the Carolina Honda displays. We'll even have a free gift for you while supplies last (only one per family, please). Have your photo taken with the Carolina Honda Racing Team champion, Carlisle Fogle, from 10:00AM to 2:00PM. You'll see the new Honda 2008 lineup for motorcross, off-road and ATVs, along with great closeout prices on 2007 models. Shop for the latest gear, and see Amy for great deals on MSR, Answer, Fox, and No Fear.

To find us, just look to the right of the ticket office, and you'll see the best display in the park.

NEW CAROLINA HONDA REWARD PROGRAM

The response to our new Carolina Honda Reward Program has been awesome! Now every customer has the opportunity to join our Reward Program to earn points that equal dollars on every purchase they make. It's very simple — just come in and see a member of our friendly staff to sign up.

The cost is \$6.95 for a one-year program. Once you're enrolled in the program, every purchase you make will show the points you've earned and the dollar value you can save or spend on your next visit.

FALL SERVICES/WINTERIZATIONS

It's that time of year when you need to have your unit serviced for the fall and winter. As the weather changes, so do the needs of your motorcycle, ATV, and especially personal watercraft.

Whether it's an ATV Fall Tune-up Special for \$99 plus parts, or a personal watercraft

winterization for \$110, don't forget to get it done now.

And remember, if you're a Carolina Honda Priority Service customer there is no charge. Don't get caught short with freeze damage — it's NOT covered under any warranty, so you'll be responsible for the cost. And also remember that there's no appointment necessary for service at Carolina Honda!

CAROLINA HONDA HRCA CHAPTER NEWS

We had a great meeting in September, and the club is growing by leaps and bounds. The club has planned a mountain ride for Saturday, October 20, which is the same date as our next meeting. Stay tuned to our website for the start time and ride-to location. We are finalizing the details now and will be publishing it soon.

Since fall is here, riding season really picks up, so why not be with a bunch of mature riders who enjoy riding like you do while maintaining your independence. You only do as much as you want to do — if you want to ride further, do it; if you want to go off by yourself, do it, or stay with the group. Either way you'll have a great time. There is something to be said about safety in numbers. Come join us and you won't miss out on all the fun!

CAROLINA HONDA POWERHOUSE EVENTS

THE FOLLOWING EVENTS ARE CURRENTLY SCHEDULED. PLEASE CHECK OUR WEBSITE FOR THE MOST CURRENT INFORMATION.

OCTOBER 6

- Family Day at Carolina Adventure World

OCTOBER 20

- HRCA Meeting/Mountain Ride — time TBA

NOVEMBER 15

- Priority Service Customer/Rewards Customer Shopping Night — time TBA

NOVEMBER 17

- John Fling Memorial Ride Food Drive — 3:00PM

NOVEMBER 17

- Carolina Honda Open House/ATV Giveaway — time TBA

NOVEMBER 22

- Closed for Thanksgiving

NOVEMBER TAX-FREE WEEKEND

- TBA



Don't forget to visit our website for more info, events, product news and much more!
www.CarolinaHonda.com