

# Riders' Newsletter

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

## Fall is in the Air – It's Time to Ride!



The cooler weather is arriving, and you know what that means: **IT'S TIME TO RIDE!** Whether you ride a bike, ATV, watercraft, trike or scooter, riding season is definitely here.

The new 2011 ATV lineup has started to arrive at Carolina Honda Powerhouse, and that means you can get great deals on leftover 2010 models. Honda has the best programs, with Bonus Bucks up to \$700 on ATVs and special financing as low as 1.99%.

It doesn't stop there — we have a great selection of street bikes, dirt bikes, scooters and watercraft, and they all have great promotions and special financing programs.

So, if you're in the market for a new Honda, plan a visit to Carolina Honda Powerhouse for the best selections and prices in the midlands. You can also go to our new website at [www.carolinahonda.com](http://www.carolinahonda.com) and look at all the great deals before you visit.

## Can't Afford New? Try Used!

Carolina Honda now has an excellent selection of used motorcycles just in time for the fall riding season. If you can't afford a new unit, consider a certified used bike from Carolina Honda.

We are trying to stock between 12 and 20 used units at all times. But don't wait, because as soon as they get here, they are gone in 24 to 48 hours.

Go to our new website and click on pre-owned inventory and you'll see a great selection of used bikes. Check the site often because there is always something

being added or sold, and our site is updated twice daily.

All of our used bikes are certified and are in excellent shape ready-to-ride. If you don't see what you're looking for, e-mail us and put your name on a watch list — tell us what you're looking for and when we get that model we will contact you by e-mail or cell phone. Send your request to [tojohn@carolinahonda.com](mailto:tojohn@carolinahonda.com) or call our sales department at (803) 252-3381 and ask for John or Shaun. They'll get your name on our watch list.

## We Help Celebrate Gamecock Football

Carolina Honda has teamed up with 107.5 The Game and Adams Book Store this year to help celebrate Carolina Gamecock football. We'll have displays and giveaways at Adams Book Store from 1:00 to 4:00 PM the day prior to any USC home game.

Stop by and see us at Adams Book Store on Assembly Street in Columbia, and register to win a free Honda rental valued at \$200. We'll give one away each time on the air on 107.5 The Game at 3:50 PM.

You can also register your child for a free Honda dirt bike if they're in grades 1 through 6 and have all B's or better on their report card.

See you there on the day prior to any USC home game!

3<sup>rd</sup> Annual **GREAT GAMECOCK GRADES PROMOTION**

## Our Great Grades Promotion is Back

Carolina Honda is very proud to announce our Third Annual Great Gamecock Grades Promotion.

This promotion is for children in the first through the sixth grade who get all B's or better on their report cards between September 11th and December 10th.

Parents can download a registration form and copy of the rules from [www.carolinahonda.com](http://www.carolinahonda.com), [www.107.5thegame.com](http://www.107.5thegame.com) or [www.midlandsconnect.com](http://www.midlandsconnect.com) and bring the completed registration form to Carolina Honda. No report card is necessary at the time of registration. However, on the day of the drawing, which is Saturday, December 11, 2010 at 2:00 PM, the child and his parent or guardian must be present, and if selected

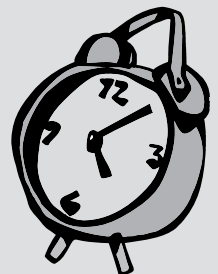
as the winner, must produce a copy of the report card showing all B's or better.

Last year we had hundreds of kids enter, and I am sure with the addition of 107.5 The Game it will be even better this year.

Times are tough for all of us, but you have asked us to please keep this program going, so we have found some great sponsors to help with the cost.

We will also be at Adams Book Store on Assembly Street in Columbia the day prior to any USC home game and you can register there. Additionally, we'll also be set up at several USC home games to make it easier to register your kids. Please help spread the word on this great event for kids, and get your kids fired up and registered.

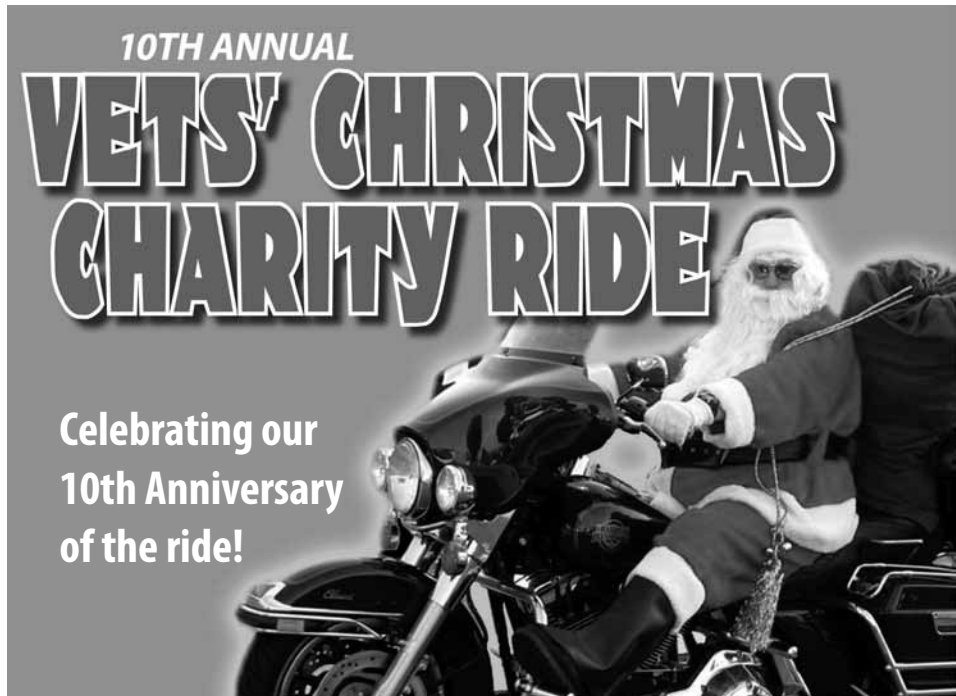
Change  
in Our  
Hours



Effective October 1st, Carolina Honda will no longer be open on Mondays and will revert back to our five-day schedule.

This is a seasonal thing, and we will return to a 6-day schedule (Monday through Saturday) on April 1, 2011.

As always Carolina Honda will provide you with the best service possible regardless of the number of days we are open. We will never forget our obligation to you, our valued customer.



## Coming Sunday, December 12th

This year we will celebrate 10 years of the Vets' Christmas Charity Ride, bringing Christmas to veterans at Dorn VA Hospital and the homeless shelters.

In honor of our 10th Anniversary we are planning a very special ride this year, and a very special "thank you" to our motorcycle community. At this year's ride

we will offer a 10th Anniversary long-sleeve tee shirt and will give away a new Honda motorcycle custom painted in a military theme valued at \$8,000.

Stay tuned for more information and look for updates on our website and in Carolina Chrome magazine.

## Service Department Specials

We know that money is tight and we are constantly trying to provide you with the best service for the best price.

In August we started offering free pickup and delivery when you needed your Honda serviced. That has worked great.

In September and October we will offer **half price tire mounting** every Wednesday when you purchase your tires at Carolina Honda. Starting Wednesday, September 8, you can get a tire or both tires or all 4 tires changed at half price, **BUT ONLY ON WEDNESDAY AND ONLY IF YOU PURCHASE YOUR TIRES AT CAROLINA HONDA.**

We also offer our watercraft winterization program for your Honda watercraft during September and October. Before you put your watercraft up for the year, winterize at a special price at Carolina Honda. The F12/F12X is \$112 and the F15 and 15X is \$49. Failure to winterize your watercraft could result in a very costly repair come spring. We did a couple this year and these customers spent on average \$2500 to \$3,000. That's why we say winterization is a whole lot cheaper.

## New Fall Riding Gear is Here



It is The season of Change at Carolina Honda Parts Department/Clothing and Apparel. We're ready for the fall riding season, but are you?

As we change to the fall season Carolina Honda has all the latest new fall gear ready for you. Warm riding gear, leathers

by River Road, and so much more.

The 2011 Fox Riding Gear is here and we now carry a new line of Scorpion Helmets.

We're also closing out all of our summer line, so you can get some great deals. Check our new web site — we always

keep it updated daily as we get new arrivals.

Don't get caught short without the warm gear needed to ride. Contact Anna if you have any specific requests at [annabuffkin@carolinahonda.com](mailto:annabuffkin@carolinahonda.com) or call her at (803) 252-3381.

## UPCOMING EVENTS & IMPORTANT DATES

LOG ON TO [WWW.CAROLINAHONDA.COM](http://WWW.CAROLINAHONDA.COM)  
FOR MORE NEWS, EVENTS AND INFORMATION

▶ **SEPTEMBER 10**  
Adams Book Store display and registration,  
1:00-4:00 PM

▶ **SEPTEMBER 17**  
Adams Book Store display and registration,  
1:00-4:00 PM

▶ **SEPTEMBER 18**  
Honda Riders Club of America Chapter  
meeting, Carolina Honda Powerhouse,  
10:00 AM

▶ **OCTOBER 2**  
Bryans Ride for Cancer — download flyer from  
our website

▶ **OCTOBER 8**  
Adams Book Store display and registration,  
1:00-4:00 PM

▶ **OCTOBER 16**  
Honda Riders Club of America Chapter  
meeting, Carolina Honda Powerhouse,  
10:00 AM

▶ **OCTOBER 29**  
Adams Book Store display and registration,  
1:00-4:00 PM