

# Riders' Newsletter

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

## Vista Bike Night a Huge and Fun Success!



If you weren't at the recent Vista Bike Night that honored SC World War II veterans and raised funds for the Honor Flight, you missed one of the best bike nights ever!

Over 280 people overflowed the area around the Blue Marlin in the Vista of Columbia and had a great time. The band was outstanding, the food specials were the best prices I've ever seen at a bike event, and the buffet was great. The feedback from everyone is: "Please, let's do this again!"

Keep in mind we did this to honor SC veterans and raise money for Honor Flight. Well, mission accomplished — we raised some good money to help with future Honor Flights.

We've heard what you wanted, and we're planning another Vista Bike Night

## New Product Arriving Daily at Carolina Honda

Summer's here and the heat is on, and so are the deals at Carolina Honda. New product arrives daily as Honda continues to bring you the best machines on earth.

We have great deals on non-current models that will save you a lot of money. And we won't be beat at Carolina Honda. If we have it in stock and you have a better price from another Honda dealer, we'll do our best to beat or match the price.

We've been a big success in the Midlands for over 50 years, and we want your business. We're ranked #1 in customer satisfaction, have the best parts, accessories, clothing and apparel in SC, and have the only service department where most routine services are done while you wait. Our certified technicians work on all makes and models in 9 service bays, and we guarantee our work.

So while you're trying to save money, don't do it at the cost of service. There is a old saying: "You get what you pay for." At Carolina Honda you can have it both ways with great price and great service! ◀

on Thursday, August 27. So stay tuned for more details, and thank you for honoring American veterans.

Present at this last event was John Baker, who was awarded The Medal of Honor for his heroism in the Viet Nam war. He is dedicated to helping veterans and Honor Flight, and we were delighted to have him and his wife, D'onell, join us. You'll see more of him at future events. If you have not met him, please take the next opportunity to do so.

Please help get the word out about the next Vista Bike Night. Our thanks to Bill Dukes and the entire Blue Marlin staff for such a great event — we've finally found folks who treat us as bike owners, not bikers, and the prices and service for the event were excellent and greatly appreciated. ◀

## Our Apparel and Clothing Department Rennovated

If you haven't seen the Apparel and Clothing Department at Carolina Honda lately, it has been completely redone, and you won't believe how easy it is to shop now. Everything is separated into youth, adult, ladies, men, and off-road and on-road areas.

Please plan to visit us soon and meet our new Apparel/Clothing Manager, Kristen Pierce. She has a lot of energy and is dedicated to stocking the apparel and clothing you want and need. If you don't see it in her department, don't leave the store without telling her so she can get it in for you.

We are very serious about bringing in the most up-to-date product lines for you. Kristen will be attending the 2010 clothing and apparel show in Dallas, Texas, at the end of July. We're going to change the face of what we have and make it even better. If you have suggestions, bring them in and we'll be glad to listen, because at Carolina Honda we earn your business every day! ◀

## Free Tire Mounting is Back

At Carolina Honda, we've listened to your comments and are proud to bring back the free tire mounting on Wednesdays only for the months of July and August.

Spread the word to all your friends: All you've got to do is buy your tire from Carolina Honda and get it mounted for free on Wednesdays. We've saved our loyal customers over \$13,000 in labor charges since we started this service special.

We know times are tough, and at Carolina Honda we're helping you make it. You won't find that anywhere else in Columbia or the state.

We have the lowest tire prices anywhere in the Midlands, so you not only get a great tire price, but free mounting on Wednesdays. This pertains to on- and off-road bikes only; sorry, no ATV tires.

Call to make sure we have your tire in stock because we'll only do the free mounting on Wednesdays. ◀



## Camp Kemo Ride a Blast

The 2009 Camp Kemo Ride was held on Saturday, June 14, and once again it was a great success.

Thanks to everyone who participated. It was HOT, but we still had 75 bikes show up for the 40 mile ride to Camp Kemo, a truckload of toys for the kids and \$2,377 in cash contributions.

On Tuesday, June 16, over 25 bikes showed up at the camp to give the kids rides. This is one of their favorite events at the camp.

We want to thank everyone who participated this year, including a great big "thank you" to all of the AllSouth Federal Credit Union branches that collected toys for us.

Mark your calendars for next year's Camp Kemo ride on the second Sunday in June. What a great cause! ◀

## Carolina Honda Upcoming Events

GET MORE CURRENT INFORMATION AT [WWW.CAROLINAHONDA.COM](http://WWW.CAROLINAHONDA.COM)

### ▶ JULY 4

Carolina Honda closed in observance of Independence Day

### ▶ JULY 11

Harvest Hope Food Bank Ride, departs 10AM @ Carolina Honda

### ▶ JULY 18

Honda Riders Club of America meeting, 10AM @ Carolina Honda

### ▶ AUGUST 8

Poker Run for Veterans @ Thunder Tower

### ▶ AUGUST 15

Honda Riders Club of America meeting, 10AM @ Carolina Honda

### ▶ AUGUST 27

Vista Bike Night honoring SC vets, 6-10PM @ the Blue Marlin in the Columbia Vista