

# Riders' Newsletter

MAY / JUNE 2011

**CAROLINA Honda**  
POWERHOUSE



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

## New Models Arrive at Carolina Honda!



Come to Carolina to see why the new CBR250R and the 2012 Honda Gold Wing are creating so much excitement in the Midlands!

The new Honda CBR250R has arrived at Carolina Honda — and what a bike this is! It's fun, it's sporty, and by the way, it gets 77 miles per gallon. You heard it right; 77 MPG!

If you're tired of paying a lot at the pump, consider a Honda motorcycle or scooter. We have scooter that offers 100 MPG, we have cruisers that give 55 to 60 MPG, and even our sport bikes are rated at 40 MPG.

The new 2012 Honda Gold Wing will be at the Carolina Honda Powerhouse on May 10th, and yes, we're very excited. This is a beautiful bike that Honda has upgraded. It's THE luxury touring motorcycle.

For all of you ATV riders, Honda's new TRX500 Foreman is in the dealership right now. This ATV is completely redone, and is now liquid-cooled, fuel-injected and has a new body style. There is only one word for it: AWESOME — and it's built right here in SC.

For all of you sport bike riders, there's a new Honda CB1000 naked

bike that will be here this month. This bike is already a big success in Europe, and we're so glad to have it here. Stay tuned and watch the web site, and we'll announce the day it arrives. In the first year it will be on limited availability, so first come, first served — but because at Carolina Honda we are a Honda Powerhouse, we get it first, and we get more. There are some dealerships that will not even be able to get this bike.

So, make plans to come by Carolina Honda real soon and see our full lineup of street motorcycles, and remember: at Carolina Honda not only can you buy a motorcycle, YOU CAN RENT A MOTORCYCLE. There is nowhere else in the Midlands where you can find this service and it is very inexpensive. Plan a visit, see all the great new models, and check in at our rental booth here in the store. Remember, the Fury, the new chopper that Honda came out with last year, is in our rental fleet, so you can rent your dream bike at Carolina Honda!

## May is "Women Motorcycle Riders Month"



Across the nation and here at Carolina Honda, the month of May is "Women Motorcycle Riders" month.

Come celebrate with us as we honor the women who ride, as we introduce some great specials throughout the month. Make sure you follow us on Face Book, and that you get our e-mail blasts because we'll be promoting the really great deals all month long.

Think guys are the only ones who ride? Wrong. The fastest growing bike riding group in the country is women. At Carolina Honda, we have bikes that fit women, clothing and

apparel, and all of the safety gear. The women who ride are important to us — not just in May, but year 'round. Stay tuned and keep in touch because we're trying to organize our first ever women's motorcycle ride this month.

Do me a favor: if you have a female friend who wants to ride, bring her to Carolina Honda. We can help her get the Motorcycle Safety Course Training if she needs it, or we can help her pick out a special bike, or maybe she is interested in renting a bike. At Carolina Honda, we have a dedicated staff that knows how to take care of women riders.

### 6th Annual Safety Fair

The 6th Annual Motorcycle Safety Fair will be held on Saturday, May 21, from 10 AM to 2 PM here at Carolina Honda.

If you ride, you need to be here. We'll be giving free motorcycle safety inspections by Certified Technicians. We'll also have the best prices of the year on tires, tire mounting, oil and oil filters, and Gold Wing and motorcycle accessories and apparel.

There will be motorcycle safety classes, a ride demonstration by the SC Highway Patrol, a seminar on the latest communication systems available for bike riders, and we'll have some great helmet specials that'll knock your socks off!

We'll also have food and fellowship, demo rides on the new 2012 Gold Wing, and great door prizes.

So spread the word. This will be a great event. But remember, the safety inspection alone could save your life.

### Rentals in Full Swing

This is our second year of renting motorcycles, ATVs and watercraft, and we had a great rental season last year, and are expecting an even bigger one this year.

We've listened to your suggestions and have added new bikes, like Honda's ST1300 and a Honda Fury. We've also increased the number of watercraft that we have to rent.

May is a very busy rental month with Memorial Day weekend, so if you are even thinking about renting anything, get it reserved now. E-mail Traci Coleman, our Rental Manger, at tcoleman@carolinahonda.com to get your unit reserved. Ask about our rental special for a Honda for two days with the third day at half price!

Ever wanted to go riding with a special friend who doesn't have a bike, ATV, or watercraft? Now you can just by renting a Honda from Carolina Honda.

### Ready for Summer?

Carolina Honda Parts Department is ready for summer, and we'll help you get ready.

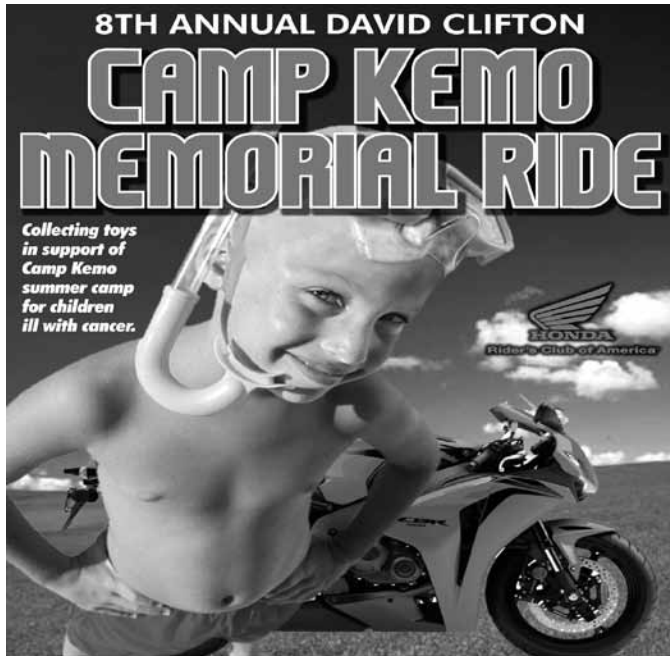
Do you have the riding gear you need for our HOT South Carolina summer weather? Stay light with our new mesh jacket lineup that will keep you safe and cool. We have many new models of helmets that give you protection as well as keep you cool. We have a complete line of lightweight riding pants and shirts for all types of riding both on and off road, and a great selection of lightweight gloves. If you're a person who really doesn't like the heat, then let us show you a cooling vest that works great and keeps you cool at the same time.

You don't have to give up safety to be cool. All you have to do is let us show you the newest items that protect you and keep you safe.

So take the time to check out your riding gear, and let Carolina Honda get you on the road or trail safely and comfortably!

**MORE NEWS AND INFORMATION ON THE OTHER SIDE**

## Camp Kemo Ride is Right Around the Corner



**SUNDAY JUNE 12, 2011**

DEPARTING CAROLINA HONDA AT 2:00 PM FOR CAMP KEMO IN BATESBURG-LEESVILLE

The 8th Annual David Clifton Camp Kemo Ride will be held on Sunday, June 12. The ride collects new toys and money for kids attending this cancer camp which is held each year by Palmetto Richland Hospital.

You do not have to ride to participate — you may drop off a new toy or a cash donation at any AllSouth Credit Union, All American Heating and Air in Lexington, Carolina Honda in Columbia, Palmetto Propane/Harvid Oil in Batesburg-Leesville, or at Mitchell Printing & Graphics, also in Batesburg-Leesville.

Toys must be new and appropriate for girls and boys age 5 through early teens. You can also make a cash donation on the day of the ride, or by visiting the website at [www.vebsride.org](http://www.vebsride.org), or at any of the toy drop locations. In addition, motorcycle clubs, businesses, church groups, or individuals can also sponsor a child for \$500 dollars. If you write a check, please make it payable to "Camp Kemo" or "Carolina Honda." It's important to note that 100% of the money raised goes to support Camp Kemo.

Please help spread the word. If you have a donation of toys or cash that needs to be picked up, just e-mail [jwertman@carolinahonda.com](mailto:jwertman@carolinahonda.com), or call Carolina Honda at (803) 252-3381 and ask for Jim Wertman. You may also contact Jim on his cell phone at (803) 351-2702 and he will arrange to have your donation picked up.

**PLEASE TAKE THE TIME TO HELP A CHILD WITH CANCER ENJOY A SUMMER CAMP THEY WILL NEVER FORGET!** All of your contributions are tax deductible, and you can make a donation in honor of a loved one lost to cancer.

## Carolina Honda's Express Check-In

We are very proud to offer a dynamic new service program called Express Check In at Carolina Honda. It's just what it sounds like: a very quick new way to bring us your bike, ATV, or scooter without having to stand in line and have a work order made up. That takes time, and your time is valuable.

So, here's how it works. Go to [www.carolinahonda.com](http://www.carolinahonda.com) and click on the "Service" tab, then click on the "Express Check-In" tab.

You'll need to complete the on-line form, telling us what service you want and when you want to bring your unit in.

It's that simple. When you are done, simply e-mail the form to us from the website. You will get a conformation e-mail that we have received your request and have processed it. When you arrive at Carolina Honda, bring the key to the Express Check-In lane. There will be a short walk-around with one of our representatives, and you'll be on your way.

If you want to coordinate a pick-up of your unit, you'll use the same form, provide us with the information, and we'll come pick up your unit and return it to you, provided you're paying by credit card.

What if your Honda bike, ATV, or watercraft has to remain in our Service Department

because of a warranty issue, or waiting on parts, and you want to ride in the meantime? Starting in May, if your unit needs to remain at Carolina Honda for any reason, we'll provide you with a rental unit at a discounted price, as long as you qualify. For a motorcycle, you must have a motorcycle license (not a permit), be 21 years of age, and have a credit card. If you have a ATV or watercraft, all you need is a license, have a credit card, and be 21 years of age.

Your special rental fee will be at a great discount, and depending on the circumstances, it could even be free.

No other dealership in the Midlands offers this fantastic, convenient, time-saving service. And if you need a ride to work, we can arrange that also.

At Carolina Honda we listen to what you want, and we try very hard to provide superior service in everything we do. This will be a great program, and we expect this to be a great year in our Service Department. Remember, we still have 9 service bays, we still change tires, and do oil changes while you wait. Help us spread the word, check out our new programs, and smile — servicing your Honda just got a whole lot easier!

## Honda Generator Giveaway

Look for details about the Power-Up Father's Day Honda Generator Giveaway on our website and on the WCOS web site very soon. Carolina Honda will honor some lucky dad with a new Honda generator on Saturday, June 18 at the Carolina Honda Powerhouse.

The time will be announced and the winner must be present to win. All promotion details and rules will be on our website very soon, or you can listen to The Morning Rush with Jonathan Rush for promotion details.



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

**CAROLINA Honda**  
POWERHOUSE 

► **MAY 12 & 13**

SC Poultry Festival in Batesburg-Leesville. See our display at Jackie Hite's BBQ (the best BBQ in the state!)

► **MAY 13-21**

Bike Week, Myrtle Beach, SC

► **MAY 16**

Fort Jackson Veterans Golf Tournament, Ft. Jackson

► **MAY 19**

Tailgate display at the Kenny Chesney Concert and register for a free Honda generator

► **MAY 21**

6th Annual Motorcycle Safety Fair, Carolina Honda, 10:00 AM to 2:00 PM

► **MAY 24**

Fort Jackson Motorcycle Safety Fair, Ft. Jackson

► **MAY 28-30**

Memorial Day Weekend

► **JUNE 12**

8th Annual Camp Kemo Motorcycle Toy Ride, departs Carolina Honda at 2:00 PM

► **JUNE 18**

Power-Up Father's Day Honda Generator Giveaway with WCOS at Carolina Honda (details and registration on our website and on the WCOS website)