

Riders' Newsletter

NOVEMBER 2011

CAROLINA Honda
POWERHOUSE



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

A November to Remember at Carolina Honda Powerhouse!



READ ABOUT ALL THAT'S GOING ON THIS MONTH...

RIDE RED for the Red, White, and Blue Military Appreciation Week at Carolina Honda November 8-12

For all of our military customers, we want to pay special tribute to you during our **MILITARY APPRECIATION WEEK**, November 8-12. If you're on active duty, retired, National Guard, Reserve or a veteran, we want to thank you for your service to our nation.

We will offer military discounts in every department of Carolina Honda during the entire week — not just one day. Register to win a \$300 gift card that will be given away on Saturday, November 12 1:00 PM (the winner does not have to be present to win).

If you're a veteran or are serving in the military right now, when you purchase a new Honda during our **MILITARY APPRECIATION WEEK**, we'll give you a \$100 gift card and we'll donate \$100 to the USO to help support our troops. We want to honor those who have served and those who are presently serving, and at the same time help the USO at Columbia Metropolitan Airport. If you're a vet or are in the military, you know the value of the USO, and we're proud to support them!

So make plans to join us November 8-12 at Carolina Honda Powerhouse as we show our support during our big **MILITARY APPRECIATION WEEK!**



HONOR OUR VETS

If you'd like to support Honor Flight of South Carolina, there is a flight scheduled on November 9. You can visit the airport at 6:30 AM and send them off, or you can welcome the vets back home at 6:00 PM (you can call the airport and get the exact time that they are due in). Either way, it will be an experience you'll never forget. If you're going to welcome them back, take your children with you and teach them about honoring our Veterans!

Honda Generator Red Friday Sale



Carolina Honda will be holding a **HONDA GENERATOR RED FRIDAY SALE** November 12-28.

Get \$100 off any Honda EU Series Super Quiet Generator (up through the EU Series 3000) during this special "November to Remember Sale." The generator must be purchased during the period of November 12-28.

For example, take the most popular tailgate model, the EU 2000. Retail price is \$1149, Carolina Honda sale price is \$999, our Red Friday sales price is \$899. Now that's a bargain! The biggest EU Generator that qualifies is the EU 3000: retail price \$2499, Carolina Honda sale price \$1999, and our Red Friday sale price is \$1899! Supplies are limited, but we'll give you a rain check if you purchase within the promotion dates.

Black Friday Open House ATV Giveaway

We told you this was a November to remember at Carolina Honda and we're not kidding! We're having a **BLACK FRIDAY OPEN HOUSE** promotion and giving away a brand new 2012 Honda ATV valued at \$4,000!

We want you to visit us on Black Friday, November 25, to see all the great deals that we're offering for the holidays, and we want someone to have a great Christmas by winning a new Honda ATV. How do you qualify? Listen to WCOS radio and get pre-qualified to win the ATV, or just show up during the **BLACK FRIDAY OPEN HOUSE** on November 25 for our last-chance registration. There will be weekly WCOS live radio remotes at Carolina Honda for chances to pre-qualify.

When it's all said and done, some lucky person is going to win a new 2012 Honda ATV. You can visit our web site (www.CarolinaHonda.com) and the WCOS web site for the rules of the promotion. Start listening to WCOS — our first live remote will be the week of November 8-12. Each live remote will also feature some great prize packages, so you don't want to miss out on all the action!

register for the 4th annual Great Gamecock Grades Promotion



There are several places where you can register your child for a free Honda dirt bike during Carolina Honda's **GREAT GAMECOCK GRADES PROMOTION**, if your child is in grade 1 through 6 and has B's or better on their report card.

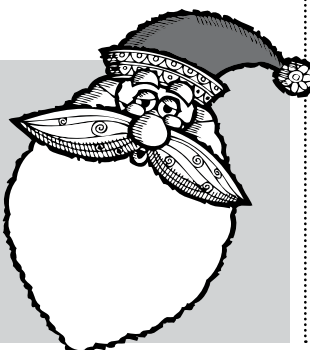
Register your child on November 5 from 9:00 AM until 4:00 PM at the Country Fair in Lexington at The Flight Deck Restaurant and Mall. We'll also be at the Bojangles parking lot for the USC/Citadel football game on November 19, and at the USC/Clemson game on November 26.

Visit any of these events and register your child to win a free Honda dirt bike to be given away on Saturday, December 10 at 2:00 PM at Carolina Honda Powerhouse. The winner must be present to win, and if selected the winner must produce a report card with all B's or better grades for this school year during the period of the promotion September through December.

Visit our web site at www.CarolinaHonda.com for more information.

Layaway Now for Christmas!

FIND OUT MORE ON THE BACK...



MORE NEWS AND INFORMATION ON THE OTHER SIDE

Layaway now for Christmas at Carolina Honda!

Carolina Honda offers FREE layaway on everything we sell for no additional charge. So take advantage of our layaway program and help keep the stress out of Christmas gift-giving this year.

We require a 10% down payment, then you can make weekly or monthly payments on your layaway items. We also request that you pick up your layaway items by 6:00 PM on Friday, December 23.

You are price-protected with our layaway program — if the price of

a selected item goes up, you are locked in, and if the price goes down then you are guaranteed the best price.

So why not make it a layaway gift or a Carolina Honda Gift Card for Christmas gifts this year. Either way you're going to make somebody's Christmas very special. Plan a visit today and get your layaway started.

Our Parts and Apparel Dept. is stocked for Christmas

The Parts and Apparel Department at Carolina Honda is fully stocked for your Christmas gift shopping.

We're ready for Christmas with all kinds of new products that will make great Christmas presents or stocking stuffers. If you're not sure what to get for your someone special, let our experienced staff help you. Or just to be sure you get the right gift for someone hard to shop for, try a Carolina Honda Gift Card on for size. You can't go wrong with our Gift Card — it does not expire and your someone special can pick out exactly what they want. Another choice is to ask your someone

special to give you a Christmas gift list for their motorcycle or ATV, then come let our staff help you out.

If you used our Rental Department this year, you know how much fun you can have on a Carolina Honda Rental. So why not give that special person a Rental Certificate. This is a fun and exciting gift idea suitable for everybody! See Traci, our Rental Manager, and get a rental gift card today for Christmas that will be good during our rental season next year.

Now's the time to winterize before it's too late

It's the time of year to winterize your Honda, and we want you to do it before it's too late.

The best way to get winterization done on your Honda is to bring it to Carolina Honda and let us do it for you. If we do it and there is a problem, you are covered and the cost of the repair is on us. If you do something wrong during winterization, the repair is on you.

If you're not going to ride or use your unit this winter **YOU MUST DO SOME TYPE OF WINTERIZATION!** So why bother — let us get your Honda

ready for winter and be sure that there will not be any problems next spring when you are ready to ride.

Remember: we offer pick up and return service for an additional charge. You can also use Express Check-In from the Carolina Honda web site. Take advantage of this program — it's awesome and saves you time here at the dealership. We know your time is valuable, and we want your experience to be the best it can ... at Carolina Honda!



Scan this code using any free QR app with your smart phone to visit Carolina Honda's informative and value-packed web site.

Events & Dates

LOG ON TO WWW.CAROLINAHONDA.COM
FOR MORE NEWS, EVENTS AND INFORMATION

NOVEMBER 5

Country Fair, Flight Deck in Lexington, 9:00 AM-4:00 PM

NOVEMBER 10

2nd Vets Ride meeting, 12:30 PM @ Lizard's Thicket, Beltline Blvd.

NOVEMBER 8-12

Military Appreciation Week — see our web site for complete details

NOVEMBER 11

Veterans Day — honor a Veteran today

NOVEMBER 12-28

Red Friday Honda Generator \$100 Off Sale, Carolina Honda

NOVEMBER 19

HRCA Riders Club meeting, 10 AM @ Carolina Honda

NOVEMBER 19

Great Grades registration at Bonjangles parking lot at USC/Citadel game

NOVEMBER 24

Happy Thanksgiving — we are closed

NOVEMBER 25

Black Friday Open House ATV Giveaway, Carolina Honda

NOVEMBER 26

Great Grades registration at Bonjangles parking lot at USC/Clemson game

DECEMBER 2

Final Vets Ride meeting, 12:30 PM @ Dorn VA Hospital

DECEMBER 10

Great Grades promotion giveaway, 2:00 PM, Carolina Honda (winner must be present)

DECEMBER 23

Final day to pick up layaways at Carolina Honda

DECEMBER 24

Carolina Honda closes at 1:00 PM

DECEMBER 25

Carolina Honda closed — Merry Christmas from all of us at your Powerhouse!