

Riders' Newsletter

OCTOBER 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

Fabulous Fall ridin' time is here!

Fall is in the air, Carolina and Clemson are playing great football, and it's time to visit Carolina Honda to take a look at all the new 2012 models. There's fantastic riding weather for another couple of months, and folks are buying Honda motorcycles to take advantage of the season — and ATV season is in its prime with the all-new 2012 ATV line up from Honda.

We hope you'll take time to plan a motorcycle trip to the mountains as the leaves begin to turn. You can even take a friend with you when rent a Honda motorcycle from our Rental Department for only \$99 dollars a day. If you always wanted to take a special trip on a Honda Gold Wing, why not rent it and hit the road.

With this being the best time of year to ride, make sure your Honda is ready to go by keeping its service up-to-date. Whether it's an oil change or a full service, we have same-day service so you don't have to wait.

If you own a personal watercraft, make sure you have it winterized. Please don't forget to winterize all of your Honda's when it's time to put them up for the year. Make sure you bring your personal watercraft to us so that if anything happens, you're covered. Every year we see watercraft that didn't have proper winterization and it ends up as a costly repair of \$2,500 or more.

So enjoy the Fall and "Go Gamecocks and Tigers," and let's enjoy our riding season before the weather gets too cold to ride.



Come see Honda's 2012 ATV lineup



The new 2012 Honda lineup is here, and we have the best selection of anyone in the state here at Carolina Honda Powerhouse.

The **Rancher**, backbone of Honda's lineup, offers the most variety and features with eight models to choose from — 4 x 4, power steering, fully automatic, and two-wheel drive — there's a Rancher to fit your needs. Rancher is the best-selling ATV on Earth and it's made right here in SC. There's also the brand-new **Foreman 500**. This ATV has been completely upgraded with a new body style, and it is now fuel-injected and liquid-cooled with a newly-designed engine with increased horsepower. The reviews have been great and there are four models to choose from, including power steering. If you want something more powerful, we have the 2012 **Rincon**, the biggest ATV in the Honda lineup. So schedule a visit and bring your ATV for a great trade-in, or if this is your first purchase make sure you visit Carolina Honda first because nobody gives better service. Go to our web site to see Honda's great financing promotions for all of our 2012 models and any 2011 leftovers.

register for the 4th annual

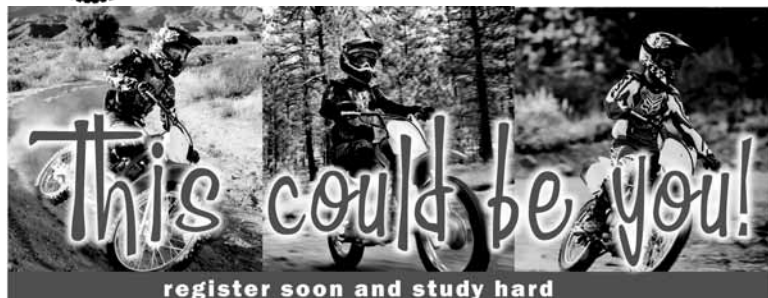
Great Gamecock Grades Promotion

sponsored by carolina honda powerhouse



and
WCOS97.5

**You Could Win
a New Honda
Dirt Bike!**



register soon and study hard

It's that time of year again to register the kids for the Great Gamecock Grades Promotion. Students in first through sixth grades who get good grades have a chance to win a new Honda dirt bike!

Carolina Honda is proud to partner with WCOS and Jonathan Rush this year, along with the Carolina Gamecocks, in promoting The Great Gamecock Grades Promotion.

It's really very simple: just go to our web site and download the flyer and a copy of the registration form, and have a parent or guardian fill it out and bring the child to Carolina Honda so they can see what they are registering to win.

You do not need a report card to register your child, just the registration form. On the day of the drawing — Saturday, December 10 at 2PM — you do have to be present to win, and if your child's name is chosen by random drawing you must produce a report card showing grades of B's or better. If your child gets numerical grades just show us something that equates to a B. If your child is home schooled, just provide us with a report card.

The bottom line is that we want to reward kids for getting good grades. Only one registration form is allowed for each grading period between September 12 and December 9, 2011, so every kid has a fair chance. This program which was started by Carolina Honda was adopted by Honda this year, and is now available in other dealerships across the nation.

MORE NEWS AND INFORMATION ON THE OTHER SIDE

11th Annual Vets' Christmas Charity Ride

This year's Annual Vets Christmas Charity Ride will take place on Sunday, December 11. To start getting the event ready, the first planning meeting will be held on Friday, October 7, 12:30 at Lizard's Thicket on Beltline Blvd. in Columbia.

This ride is the highlight of our season and has grown tremendously over the last 10 years. Visit the ride web site at: www.vetsride.org to be kept up-to-date on what gifts the Vets need in the hospital, or to make a donation on-line, or to buy some ride apparel.

The need is great because we not only bring Christmas to all the patients at Dorn VA Hospital, but we also bring Christmas to the VA homeless shelters in Columbia. Please help us spread the word. If you any questions about the ride don't hesitate to contact Jim Wertman at Carolina Honda, who along with Gene Royer and AllSouth Credit Union created the ride 10 years ago.

If you know a business that wants to make a contribution, have them contact Jim Wertman to be recognized on the ride web site and forms of advertising. Remember **YOU DO NOT HAVE TO RIDE** to participate!



Carolina Honda Service Dept. gets you ready

The Carolina Honda Service Department is standing by to get your Honda ready for Fall or winter.

We've had a banner service year with our new Express Check-In Service. We're so glad to provide this service and glad we can cut down on the time you have to be here in the dealership when you bring your Honda in for servicing. If you have not experienced this program, go to www.carolinahonda.com and click on the "Service" and "Express Check-In Service" tabs to fill out your paperwork before you get here.

You can get repair quotes, service quotes, appointments, or pickup and delivery of your Honda, all from the Express Check-In tab. Just tell us what you need and we'll try to make it happen. Need a ride back to work? We can even make that happen.

Carolina Honda has nine service bays with Honda-certified technicians and genuine Honda parts ready to go, and routine service is usually completed the same day. Even if your Honda is out of warranty and there is something wrong, we notify Honda and sometimes are able to get them to cover a defective part.

So get your Honda ready for the Fall and winter, and if you have any questions just

contact our Service Manager Jason Cooper at jasonc@carolinahonda.com.

Parts & Apparel Depts.

Our Carolina Honda Parts Department and Apparel Department are having a banner year, too. You'd never know that we are in a bad economy by their sales numbers.

One reason we have such great Parts and Apparel Departments is because we stock what you want, and our selection is the best of any dealership in South Carolina.

The 2012 gear is here and ready for the Fall season. We have all of your cold weather needs at great prices. We also have the new selection of 2012 MSR riding gear for kids that is absolutely awesome.

So take a look at your Fall riding wardrobe and make sure you've got everything you need, or think about that special gift you could give this Christmas, and give us a visit. Mark Ayer, Parts Manager, has more experience in this industry than anyone in the state. And remember, if your unit is not a Honda, we can provide batteries, tires, plugs, for all brands. We are here to serve you, and we are never farther than a mouse click or phone call away to provide you with what you need, when you need it.

Military Appreciation Week

Military Appreciation Week is November 8 through 12. This year we want to take an entire week for our Military Appreciation Programs.

In the past, we have only had one-day event and many of our military customers were unable to take advantage of all of the specials.

So for an entire week this year, we'll honor all veterans and those currently serving with some very special programs. We honor your service with a discount on anything you buy from Carolina Honda. Be sure to check our web site for all of the great things that will happen at Carolina Honda during Military Appreciation Week!

Carolina Honda Rentals

It's still not too late to take advantage of our Fall Rental Specials, where you can rent anything we have for just \$99 dollars a day!

Contact Traci Coleman, our Rental Manager, at tcoleman@carolinahonda.com. But don't wait — contact her today and lock in your rental date.



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



Find us on:
facebook®

Events & Dates

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

OCTOBER 7

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

OCTOBER 12-23

South Carolina State Fair, Columbia

OCTOBER 15

HRCA Riders Club meeting, 10 AM @ Carolina Honda

OCTOBER 29

Buffalo Soldiers' meeting, 10AM @ Carolina Honda

OCTOBER 29

Jim Wertman turns 65 — come by and wish him a Happy Birthday

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 details

NOVEMBER 11

Veterans Day — honor a Veteran today

NOVEMBER 19

HRCA Riders Club meeting, 10 AM @ Carolina Honda

NOVEMBER 24

Happy Thanksgiving — we are closed

DECEMBER 2

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

DECEMBER 9

Great Grades Registration closes at 6 PM