

Riders' Newsletter

JUNE 2013

POWERHOUSE NEWS & USEFUL INFO FOR OUR CUSTOMERS & FRIENDS — FROM JIM WERTMAN, OWNER



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

The Great Grades Dirt Bike Giveaway is Here!

It's time for The Carolina Honda Great Grades Dirt Bike Giveaway, and I hope you've registered your child for the 6th Annual Great Grades Giveaway. It's not too late — you have until 6:00 PM on Friday, June 7, to register. Your child must be in the first through seventh grade, get B's or better on his or her report card, and you must fill out a registration form which you can bring to Carolina Honda, fax it to (803) 252-4104, or email it to jwertman@carolinahonda.com.

You do not need a report card to register, but you will need to have one on Saturday, June 8, at 2:00 PM if your child is selected as the winner. So we're looking forward to seeing you Saturday. Come early because the drawing will be held promptly at 2:00 PM and you must be present to win.

As in past years, safety gear will be provided by Tucker Rocky — a helmet, jersey, pants and riding gloves. We want your child to ride smart and safe. This is an exclusive Carolina Honda promotion to show our support to young students in our community. We're very proud to have provided this contest for the past six years, and we remain committed to doing this each and every year.

REGISTER FOR THE 6TH ANNUAL
Great Grades Promotion
SPONSORED BY CAROLINA HONDA POWERHOUSE

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

MARCH 22 THRU JUNE 8, 2013

10TH ANNUAL DAVID CLIFTON

**CAMP KEMO
MEMORIAL RIDE**

Collecting toys
in support of
Camp Kemo
summer camp
for children
ill with cancer.

HONDA
Motor's Club of America

SUNDAY JUNE 9, 2013

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

Camp Kemo Memorial Ride this Month

The 10th Annual Camp Kemo Memorial Ride will be held on Sunday, June 9, at 2:00 PM, departing from the Carolina Honda Powerhouse parking lot, headed to the camp in Batesburg-Leesville. There are 115 children who will be attending this year's camp.

Every year at this event, we collect new toys for the kids with cancer who go to Camp Kemo during the summer. Toys for boys and girls must be new and in original packages. The children range in age from first grade through high school.

If preferred, you may make a cash donation instead of toys on the day of the ride. Remember that 100% of what is given goes to Camp Kemo. You can also write a check made payable to Camp Kemo and bring it with you on Sunday.

We're always asked what it costs to send a child to the camp. The approximate cost is \$500 per child. Each year some of our local motorcycle clubs donate money to send several children to Camp Kemo.

The reason we collect toys is because, on the third day of the camp, there's a carnival and the kids get to play games for prize tickets that they redeem for the toys.

Many of you knew Jeannie Schmidt who passed away last year. This will be the first Camp Kemo Memorial Ride without her and she'll be dearly missed, but I'm sure that Jeannie is pulling for this year's ride to be the best ever. After all, it's all about the kids.

For the past 10 years Carolina Honda has been very proud to organize and support this event. AllSouth Federal Credit Union, a strong partner in the Carolina Honda community outreach programs, has been taking up donations at each of their branches, so in case we have bad weather, there will still be toys available for the children. Please remember to thank AllSouth Federal Credit Union for being such a great partner for the past 10 years. And we hope to see you for this fun and rewarding ride!

"Freedom Week" at Carolina Honda will be Week-long Celebration

To celebrate the change of ownership here at Carolina Honda, we will have a week-long celebration called Freedom Week. It will be a very special week of special promotions, and will end with a Carolina Honda Open House on Friday, June 28, and Saturday, June 29.

So, keep watching for e-mail blasts and other



special information about our Freedom Week. It will be your week — the freedom to shop for the best deals ever at Carolina Honda, freedom to get the best financing ever on any new or used Honda, the freedom to test ride any new Honda you want, the freedom to see all the new

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Freedom Week

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bikes from Honda and choose the one that fits your riding style and your pocketbook, and the freedom to enjoy fun and celebration. Freedom week will be a week of celebration that will say "thank you for being a Carolina Honda customer."

On Friday and Saturday at our Freedom Open House, there will be plenty of door prizes, free food, special music, and a \$500 cash giveaway to some lucky customer. You don't have to be present to win the \$500 but you've got to visit in person and register for the cash prize random drawing at 4:00 PM on Saturday. Then you'll have the freedom to spend the money on what ever you want.

Please help us spread the word. We want this to be the best Open House ever, and the best Freedom Week!

Make Sure Your Summer Riding is the Best and Safest Ever

Make sure you have the best and safest summer ever by being sure your Honda is ready to provide the great, reliable service you've come to expect from a Honda. The best way to do this is to have your Honda serviced by our professionals at Carolina Honda.

When was the last time you had your Honda serviced, checked your tires, changed your oil, cleaned your air filter, checked your coolant, and all the things you need to do before a long riding season? If you aren't able to reliably do this yourself, then bring your Honda to Carolina Honda and get it serviced, or get one of our **free** safety inspections.

Every year during safety inspections, we find all kinds of things that could cost money or become dangerous if not taken care of by the customer. Now's the time to be safe, be sure, and be confident that your machine will perform the way it should all summer long!



What Has Changed Under the New Carolina Honda Ownership?

There are a lot of things that have changed under the new ownership at Carolina Honda. Jim Wertman, the new owner, is determined to make your shopping experience here even better for customers, and we are working daily to make that happen.

There are new discount programs for motorcycle clubs that were not available before. If you ride in a club, be sure to check them out. Carolina Honda values your business and we want your motorcycle clubs to shop here. You might say "we don't own a Honda," but that does not matter. We have the best tire and battery prices in the state and we service all brands of motorcycles and ATVs.

We have the latest in apparel, clothing, accessories and the best on-line ordering system in Columbia. So order from us and use your discount.

We now offer consignment selling. Want to sell your bike, ATV or watercraft? Bring it to Carolina Honda and we will sell it for you.

Want to test ride something in our showroom? If you have the license, we have the time.

There are also new faces here at Carolina Honda, all dedicated to making your shopping experience here the best ever.

Is there something you would like changed at Carolina Honda? E-mail Jim Wertman at jwertman@carolinahonda.com and we'll listen and

evaluate your idea. Also keep in mind that our coupons and specials are designed to save you money. This is why it's so important for you to give us your e-mail address so you can stay informed and notified.

Bottom line is that we want you to love shopping at Carolina Honda and we want you to tell your friends about our Powerhouse. No other motorcycle store in the state gives back more to the community than Carolina Honda, and we love doing it but we could not do it without great customers like you.

Follow us on:



Events & Dates

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

JUNE 7
Safety Day at McEntire Air National Guard

JUNE 8
Great Grades Dirt Bike Giveaway drawing at Carolina Honda, 2:00 PM sharp!

JUNE 9
Camp Kemo Memorial Ride — Carolina Honda opens at noon, ride departs at 2:00 PM

JUNE 15
HRCA Chapter meeting at Carolina Honda, 10AM

JUNE 24 – JUNE 29
"Freedom Week" Celebration at Carolina Honda

JUNE 28 & 29
"Freedom Week" Open House at Carolina Honda

JULY 4
Carolina Honda closed — have a safe and happy Fourth of July!

JULY 20
HRCA Chapter meeting at Carolina Honda, 10AM