



# Rider's Newsletter

CAROLINA HONDA • 901 BUCKNER ROAD • COLUMBIA, SC • (803) 252-3381 • TOLL-FREE 1-877-284-8074 • WWW.CAROLINAHONDA.COM

## SEPTEMBER 2007

### GET READY TO GET EXCITED ABOUT THE 2008 LINEUP

**BY JIM WERTMAN, GENERAL MANAGER** — On Thursday, September 6, Honda will unveil its complete 2008 model line-up. Get ready to get excited. I'm getting excited just writing about it! I'll be attending the 2008 Honda Dealer Show in California. This has been a great year for Honda and Carolina Honda, and 2008 will only get better.

There will be new models, improved models, new colors, and new accessories, as well as clothing and apparel. And don't forget, the beginning of another model year means GREAT SAVINGS on the remaining 2007s — just in time for hunting season and the holidays.

I'll be back in the store on Saturday, September 8, full of information about the 2008 lineup. You should be able to see the complete line-up at [www.Honda.com](http://www.Honda.com) beginning Thursday, September 6, and at [www.carolinahonda.com](http://www.carolinahonda.com) by Saturday, September 8.

Plan a visit to us soon to check out the great deals and the new 2008 line-up! ■

### THE HOLIDAYS ARE RIGHT AROUND THE CORNER

It won't be long before the holidays will be here. Please don't forget that you can lay-away your holiday purchases for 90 days at Carolina Honda.

Beginning in September you can lay-away now for Christmas. No, it isn't too early — get a head start on shopping. Lay-away that new dirt bike, ATV, motorcycle, personal watercraft, accessories and apparel.

Don't forget to make your own Christmas wish list. Maybe you want a new helmet, a new riding jacket, or some accessories for your unit. Just make sure your list includes the year, model and color of your unit. For clothing make sure you list all of your sizes, and for accessories, list what you would like to have. Beginning in September you will be able to download a CHRISTMAS WISH LIST from our website. Then when your family or friends visit Carolina Honda, just have them give the list to our staff and we'll provide the assistance they need.

Don't worry if it doesn't fit or it's the wrong thing — we'll be glad to exchange it hassle-free, when you bring it back! ■

### NEW CAROLINA HONDA REWARD PROGRAM

Starting Tuesday, September 4, Carolina Honda will unveil our new Carolina Honda Customer Reward Program.

Now every customer has the opportunity to join our Reward Program to earn points that equal dollars on every purchase they make. Its very simple — just come in and see a member of our friendly staff to sign up.

The cost is \$6.95 for a one-year program. Once you're enrolled in the program, every purchase you make will show the points you've earned and the dollar value you can save or spend on your next visit.

If you are a member of our old program, bring in your receipts and we will transfer your dollars to our new program for free. There are no cards to carry, either. Whenever you purchase anything at our store, just give your name at checkout. That's all there is to it; it's all done by computer. There will be other benefits to belonging to our Reward Program, too, such as being the first to know about special sales and events by e-mail or fax.

We'll be glad to answer any questions when you come in. Remember, a simple investment of only \$6.95 will earn you reward money that you get to spend here at Carolina Honda. Don't miss out on this great program — sign up now! ■

### WELCOME BACK, TRACI COLEMAN

I am sure that many of our customers remember our First Business Manager, Traci Coleman. Well, we've got great news — Traci is back!

We're very pleased to have Traci back as our business manager at Carolina Honda. Her customer service skills are great and her knowledge on how to protect the investment in your Honda are second to none.

Whether it's warranty, service, theft protection, tire and wheel protection, or gap insurance, Traci can get you the protection you need so you never have to take money out of your pocket. She will only present programs that are proved to protect your purchase. Costly repairs, breakdowns, and theft are major concerns in our industry.

It's never too late to check if you're protected. Ask yourself these questions: If you have a flat tire away from home, what does your coverage pay? If your unit is stolen, what coverage do you have, what does it pay, if your unit is financed how much do you owe, what will the financing company pay, and who pays the difference? If you total your unit, what does your insurance pay, what do you owe or how much would it cost you to replace the unit?

Let a real expert help you. Traci will match you to the coverage you need.

You may e-mail her and welcome her back,

or just get information about programs that work to protect you and your unit. Her e-mail address is: [tcoleman@carolinahonda.com](mailto:tcoleman@carolinahonda.com) ■

### KIDS RIDE FREE

Hey, kids — have you done your homework? If you have, then you know the most fun place to ride is Carolina Adventure World.

Well, we've got great news: Carolina Honda and Carolina Adventure World are having a FAMILY DAY on Saturday, October 6, and all kids age 17 and under get in the park FREE. Adults age 18 and older will have to pay admission.

The focus for the entire day will be on kids. Come out and ride 100 miles of trails for ATVs, dirt bikes, motorcross — its all there just waiting for you.

Carolina Honda will also display some special buys on 2007 models and view the new 2008 models, plus offer specials on merchandise and riding gear from No Fear, MSR, Answer and Fox to meet your riding needs.

Carolina Adventure World is located at Exit 46 on I-77 North. Download the complete details at [www.carolinahonda.com](http://www.carolinahonda.com). ■

### CAROLINA HONDA HRCA CHAPTER NEWS

We had a great membership drive and catered meal on Saturday, August 18, and we want to welcome all of our new members.

Its never too late to join. We meet on the third Saturday of every month at 1PM at Carolina Honda. With Fall coming, get ready for some great rides. Our September meeting will be on Saturday, September 22, 1PM, at Carolina Honda.

Don't miss out on all the fun! ■

## CAROLINA HONDA POWERHOUSE EVENTS

*THE FOLLOWING EVENTS ARE CURRENTLY SCHEDULED. PLEASE CHECK OUR WEBSITE FOR THE MOST CURRENT INFORMATION.*

### SEPTEMBER 6

- Preview the new 2008 Honda line-up

### SEPTEMBER 22

- HRCA Meeting — Carolina Honda, 1:00PM

### SEPTEMBER 28

- First Vet's Ride organizational meeting

### OCTOBER 6

- Family Day at Carolina Adventure World

### OCTOBER 20

- HRCA Meeting — Carolina Honda, 1:00PM



Don't forget to visit our website for more info, events, product news and much more!

[wwwCarolinaHonda.com](http://www.CarolinaHonda.com)