

# RIDERS' NEWSLETTER

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

## HAPPY NEW YEAR

The entire staff at Carolina Honda would like to wish you a Happy New Year, and thank you for such a great sales year in 2008. Once again Carolina Honda Powerhouse broke every record in sales and service, and is one of the top 100 dealers in the country out of over 1,300 dealers. We owe that all to our loyal customers — we could not do it without you.

So thank you again for a great year in 2008. This year, 2009, is shaping up to be a challenging year, but American Honda and Carolina Honda Powerhouse are going to do everything to make sure you can maintain the Honda vehicles you have AND be able to afford new ones. You save more money at a Powerhouse store, and the service is much better. That's according to all of the latest information available. So we are proud to be a Honda Powerhouse store and look forward to a great 2009 with you!



## VETS' CHRISTMAS CHARITY RIDE A TREMENDOUS SUCCESS



The 8th Annual Vets' Christmas Charity Ride was a great success, smashing all previous records for the number of bikes participating and the amount of presents and money donated. We had approximately 3,500 bikes participating and around 5,500 people who showed up at Carolina Honda and at Dorn VA Medical Center, making this the largest motorcycle ride in South Carolina.

Thank you so much for making Christmas very special to all those patients at Dorn VA Medical Center and their two homeless shelters. Being a 30-year Army veteran, I can

tell you that Christmas in the military is a very sad time. But it is because of people like you who care so much that our local vets had a great Christmas. For some of the patients at Dorn VA Medical Center, this is the only Christmas they get. It makes them feel so special to not be forgotten.

If you missed the ride, go to [www.vetsride.org](http://www.vetsride.org) to look at the pictures and gather information on our new spring vets ride to send SC WWII Veterans to the WWII Memorial in Washington, DC. You can be a part of history and help make that happen.

## HONDA'S STIMULUS PROGRAM

Since the economy is a little different this year, American Honda and Carolina Honda are providing special programs to make purchasing a new Honda a little easier on the pocketbook.

Customers have the choice of a 0.99% interest rate or a cash stimulus program of up to \$650 which will be taken off the price at the time of purchase. Let's say you find a new Honda ATV on sale for \$4,500. Honda has a Bonus Buck program on that model for \$300 where you get to take \$300 off of the purchase price, making the ATV cost \$4,200. Now you also get the stimulus program where you get to choose 0.99% financing or take another \$300 off your purchase, making the ATV cost \$3,900.

You get all the great Honda programs, plus you get to choose either the financing or more cash off. Take the time to come on by — you just might be surprised at how little that new Honda you've been dreaming about will cost. After your visit, I'm sure you'll say it saves tons of money to shop at a Powerhouse store.

## DO WE HAVE YOUR E-MAIL?

We've started converting all notifications to e-mail. It's cheaper, more efficient, and the response has been great from all of you. No more phone calls when you're at work or not home — just an e-mail telling you that your unit is ready for pick-up, or about a special sales event, or just answering your questions about your current Honda.

In 2009 we are going to do even better. Starting February 1, we'll notify a lucky customer each month that they have won a gift certificate from Carolina Honda. But you can't win if we don't have your e-mail address.

Make sure we have your e-mail address on file. If you have a friend who you think might be interested in buying a new Honda, send us their e-mail address and if they do purchase a unit, you could earn a gift certificate.

We appreciate your business and hope you'll pass it on to others.

## CAROLINA HONDA UPCOMING EVENTS

CHECK [WWW.CAROLINAHONDA.COM](http://WWW.CAROLINAHONDA.COM) FOR CURRENT INFO

- **JANUARY 17**  
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- **FEBRUARY 12-15**  
2009 Columbia aBoat Show, State Fairgrounds (visit Carolina Honda's display in the Hampton Building)
- **FEBRUARY 21**  
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- **MARCH 20-22**  
Charleston Sportsman's Classic, Charleston, SC
- **MARCH 21**  
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- **MARCH 27-29**  
Annual Sportsmans Classic, State Fairgrounds (visit us in the Ellison Building)

## MAKE PLANS TO ATTEND BOAT SHOW 2009 IN FEBRUARY



The Columbia Boat Show, which has been held in January for the past six years has been moved this year to February 12-15.

The Columbia Boat Show is the best time of the year to purchase a new Honda personal watercraft. Carolina Honda Powerhouse guarantees that Boat Show prices on Hondas will be the best for the entire year. In fact, if you ever see us advertise models at a lower price, we'll give you the difference in cash.

If you're thinking about purchasing a new

personal watercraft, give Honda a look. We guarantee the best pricing, and 2009 will offer the best discounts ever in the years we've been attending boat shows.

Save thousands of dollars — make sure you find our display in the Hampton Building at the State Fairgrounds on February 12-15. That's Valentine's weekend and what better gift can you give than a new Honda personal watercraft for the whole family!