

# RIDERS' NEWSLETTER

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

## SPRING FEVER IS IN THE AIR AT CAROLINA HONDA POWERHOUSE



Spring is definitely in the air at Carolina Honda Powerhouse, and you can feel it when you walk in the door. New motorcycles, new power steering ATVs, and the 2009 personal watercraft lineup are arriving daily. And don't forget Honda's Big Red new side-by-side ATV is here and ready to go.

Our Parts Department is jumping with all new product, the latest in off- and on-road clothing, new accessories for bikes and ATVs, and brand new live vests and covers for the new watercraft models.

Our Service Department is also jumping, getting all those Honda's ready for spring with great service specials to help you save money. If you need a service appointment or a price for a service, don't call. Instead, e-mail our Service Department at [service@carolinahonda.com](mailto:service@carolinahonda.com) or [service2@carolinahonda.com](mailto:service2@carolinahonda.com) and you will get results in a few moments.

So if you've got the fever, Carolina Honda is the place to come. No economic gloom and doom here, just fun products with fun people.

## MARCH SERVICE SPECIALS

Get your Honda ready to ride! Do you need a tuneup, tire change, oil change, de-winterization? Well, lets get 'er done!

Carolina Honda is ready to go with special menu pricing to help save you money. And since money is tight, we'll be offering free tire installation every Wednesday during March! Remember: Only on Wednesdays, and only at Carolina Honda Powerhouse, the Midland's best dealership.

For the free tire installation there's no appointment necessary, but you must purchase your tire from Carolina Honda to take advantage of this special. Check with us to make sure we have your tire in stock. E-mail us at [marka@carolinahonda.com](mailto:marka@carolinahonda.com) to make sure we have your tire size in stock.

## SPORTSMAN'S CLASSIC SHOWS

Mark your calendar; Carolina Honda will be in Charleston March 20-22 for the Sportsman's Classic Show at the Exchange Park Fairgrounds in Charleston. If you have any questions about the Charleston show, call (843) 597-2566 or Carolina Honda.

The Sportsman's Classic will be in Columbia March 27-29 at the SC Fairgrounds in the Ellison Building.

At both shows you'll be able see all the latest Honda ATVs, the new side-by-side Big Red, and Honda personal watercraft.

If you'd like more information on the Charleston show, call (843) 597-2566.

Come to one show or come to both. We'll be waiting to show off the best product line in the U.S. — Honda...the best on earth!

## "OPERATION KID SAFE" COMING

Are your kids safe? Over 3,000 kids are reported missing each year in the U.S. If this happened to your family, what type of information could you give to police?

Carolina Honda has the answer: Operation Kid Safe, and it's FREE at Carolina Honda. Make plans to visit us Saturday, April 4 from 10AM to 5PM, or Sunday, April 5 from noon to 5 PM, no appointments necessary either day.

Carolina Honda has arranged for Operation Kid Safe to come to Columbia with a special machine designed by the FBI to take a digital photo and fingerprints. The cost to you is nothing — Carolina Honda is sponsoring this because we care about you and the safety of children.

If you'd like any additional information, contact us at (803) 252-3381 or e-mail me at [jwertman@carolinahonda.com](mailto:jwertman@carolinahonda.com).

Visit [www.carolinahonda.com](http://www.carolinahonda.com) for more important information about this event.

Spread the word and come early. We expect a large crowd since this has not been done in the Columbia area in years.

## E-MAIL IS WORKING

Thanks to everyone for getting us your e-mail address. It has significantly reduced phone calls, saves time and money and it just works great.

If we don't have your e-mail address yet, send it to [jwertman@carolinahonda.com](mailto:jwertman@carolinahonda.com) and we'll add you to the list. Watch your e-mail on Friday, March 6 to find out the winner of our monthly e-mail gift certificate giveaway. If you could use a \$50 gift certificate, remember that you can't win if we don't have your e-mail address.

Do you have a friend or relative who would like our products? Send us their e-mail. We don't give your e-mail address to anyone else. We only use them to keep you informed on events, sales, and special promotions that help you out.

## Carolina Honda Upcoming Events

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

- **MARCH 20-22**  
Charleston Sportsman Classic, Charleston, SC (visit the Carolina Honda booth there)
- **MARCH 21**  
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- **MARCH 22**  
Ride for Pride, Special Olympics, Ale House in Harbison
- **MARCH 27-29**  
Annual Sportsmans Classic, State Fairgrounds (visit us in the Ellison Building)
- **MARCH 31**  
Last day to buy at current prices — Honda price increases begin April 1
- **APRIL 4 and 5**  
Operation Kid Safe, Carolina Honda (10-5 Saturday, and noon-5 Sunday)
- **APRIL 11**  
Fury test rides, Carolina Honda Powerhouse
- **APRIL 18 and 19**  
Big Red Challenge, Palmetto Motor Sports Park

## HONDA PRICE INCREASES

On April 1, American Honda will increase pricing on all of their models. We will do our best here at Carolina Honda to make that a minimum impact on our customers. But if you're in the market for a new Honda, I highly recommend you buy it by March 31, 2009.

This increase will affect every Honda dealer in the U.S. All of the other major brands

have already had an increase in the price of their units, or will be doing so by April 1. Price increases will affect every power sports company, not just Honda.

Thank you for understanding. We'll always provide you with the best deal and the best service. We don't know how to do it any other way!



Carolina Honda will be the first dealer in SC to unleash the new Honda Fury on April 1st. We're planning a Fury Demo Day on Saturday April 11, so if you want to ride a 633-pound chopper that's the best newly-designed motorcycle in the world, come on down! You always get the first showing at Carolina Honda.