



Rider's Newsletter

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

APRIL 2008

BY JIM WERTMAN, GENERAL MANAGER

SPRING FEVER

Spring has arrived and we definitely have Spring Fever here at Carolina Honda. Whether you own a motorcycle, watercraft or ATV, or even if you're thinking about purchasing any of these, get the fever at Carolina Honda Powerhouse.

We will get your existing machine ready to go, or we have some great new Hondas that'll make this Spring the best ever. Either way, plan a visit to Carolina Honda Powerhouse, or visit us at www.carolinahonda.com where you can shop 24/7.

April is going to be a very exciting month, with our kick off of **Bike Night** (called H3 Bike Night) at Hooters in Harbison. Honda, Harley, Hooters...if you ride a bike you don't want to miss this.

For all of you who love personal watercraft, have we got a deal for you! Our first Demo Days will be the weekend of April 25 and 26 at South Shore Marina on Highway 378. We have the best lineup ever, with **special finance programs** that will blow you away which will be good for that weekend only.

Finally, our **Smart Motorcycle Trainer** is back. Take the challenge and ride it April 12th and get an evaluation of your skills. Visit www.carolinahonda.com for additional information or to download our current flyers. Remember our website is updated daily to give you the best service ever.

KIDS ENTER TO WIN A FREE DIRT BIKE IN THE GAMECOCKS GREAT GRADES PROMOTION – DON'T MISS OUT!

Kids and their parents are flocking to Carolina Honda to enter the Carolina Honda Great Gamecock Grades Promotion, and with report cards coming out this month, we expect to see a whole lot more. What a way to reward your child's work in school with a brand new Honda dirt bike to be given away on May 17 at Carolina Honda.

If you have a child in the 1st through 8th grade, Carolina Honda and the USC Gamecocks baseball team have a challenge for you and your child with a great reward. If your child has a report card with all



B's or better, bring them into Carolina Honda with a copy of the report card and register to win a new Honda dirt bike that will be given away Saturday, May 17 at Carolina Honda.

You must be present to win. You can also go to any USC Gamecock home baseball game, bring the report card, and register at the game. Only one registration for each grading period between now and May 17, 2008. Go to our website and click on "Cocky" to learn all the rules on how your child can win — but do it now!

JET SKI DEMO DAYS AT SOUTH SHORE MARINA

Have you ever ridden a Honda personal watercraft...or even thought about it? Now here's your chance!

Enjoy Demo Days at South Shore Marina at Lake Murray on April 25 and April 26. You must be over 18 years of age, you must have a valid drivers license, and you definitely will want to have the greatest experience of your life on a Honda personal watercraft!

We'll be offering special pricing (that will save you thousands of dollars) and special finance programs for that Friday and Saturday only. The programs are so special that we can't announce them until the week of the Demo Days.

So stay tuned, watch our website and be prepared to be blown away by our specials direct from Honda, and plan to bring a friend. On Friday, April 25, there will be demo rides from 1:00PM until 5:00PM, and on Saturday, April 26, from 10:00AM until 4:30 PM.

For directions and other info, please download the Demo Days flyer from our website soon (www.carolinahonda.com).

CAROLINA HONDA RIDERS CLUB CHAPTER 0434 MEMBERSHIP DAY

Our Honda Riders Club Chapter will host a very special Membership Awareness Day on Saturday, April 19, complete with food, door prizes, and information about our Riders Club. It'll start at 10:00AM at Carolina Honda Powerhouse.

For more information go to www.hrca0434.com. Come learn about your Honda Riders Club of America benefits, and have fun with lots of other riders just like you!

REGISTER TO WIN FREE TICKETS TO A USC BASEBALL HOME GAME

It's so easy to win free USC home baseball tickets — just visit our store and sign up for free tickets to a USC home baseball game. Take the whole family. You don't have to be present to win. We draw the winner every Thursday afternoon and notify you by phone. If you can't go to the game you've won, we will let you choose another game. Either way... you **always** win at Carolina Honda Powerhouse.

CAROLINA HONDA UPCOMING EVENTS

(PLEASE CHECK WWW.CAROLINAHONDA.COM FOR THE MOST CURRENT INFORMATION.)

APRIL 1 THRU 30

- Kid's report card registration at Carolina Honda

APRIL 12

- SMART Trainer Motorcycle Challenge at Carolina Honda

APRIL 19

- HRCA Chapter 0434 Organization Day/meeting, 10:00 AM at Carolina Honda

APRIL 24

- Bike Night Kickoff — 6:00 PM at Hotters in Harbison, food, band, door prizes

APRIL 25 & 26

- PWC Demo Days at South Shore Marina, Lexington

MAY 10


- Motorcycle Safety Awareness Fair at Carolina Honda, 10:00 AM

JUNE 8

- Camp Kemo Ride — departs Carolina Honda at 2:00PM, bring toy or cash donation

JUNE 21


- HRCA Chapter 0434 meeting, 10:00 AM at Carolina Honda

 **VALUE COUPON**
YOU MUST BRING THIS COUPON WITH YOU TO CAROLINA HONDA POWERHOUSE TO REDEEM

OIL CHANGE
10% off all parts and labor
EXPIRES 04/30/08

 **VALUE COUPON**
YOU MUST BRING THIS COUPON WITH YOU TO CAROLINA HONDA POWERHOUSE TO REDEEM

12% DISCOUNT
on ALL clothing & apparel including markdowns
EXPIRES 04/30/08

 **VALUE COUPON**
YOU MUST BRING THIS COUPON WITH YOU TO CAROLINA HONDA POWERHOUSE TO REDEEM

FREE BIKE OR ATV COVER
with purchase of new '08 Honda motorcycle or ATV
EXPIRES 04/30/08