

Riders' Newsletter

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



Vista Bike Night II honoring SC Veterans will be held on Thursday, August 27 at The Blue Marlin from 6:30 until 10:30 PM.

The first Vista Bike Night was a great success, so we're doing a second Vista Bike Night to help support The World War II Honor Flight Program in honor all of SC Veterans. And this one promises to be even better thanks to your feedback.

Iron Horse will provide live band

entertainment until 10:00 PM. We've added biker games, a 50/50 drawing and the same great food and drink specials we had the last time.

You can pre-buy a wrist bracelet that entitles you to a buffet meal for just \$10 dollars, or pay \$13 at the event. Go to www.vetsride.org and download the flyer to find out the locations where you can pre-buy your bracelet and save some

money. If you're not going to eat, then you can purchase a non-food event bracelet at the Bike Night for just \$5. All proceeds go to Honor Flight.

We had 280 people purchase bracelets at the last event, so tell a friend, bring some one new, and help spread the word; you do not have to ride to participate. For any other questions, contact Jim Wertman at jwertman@carolinahonda.com.

Save on Watercraft Close-outs for the Year

We've had a great watercraft year, and once again Honda Aquatrax has set the standard in personal watercraft.

As of this writing there are 70 new Auatrax owners out there finding out what it feels like to ride the best watercraft made. We have sold close to 500 watercraft since Honda started making them, and one thing everyone has found out — they're tough, require very little maintenance, and have great resale value.

We still have a few models left in stock to sell at close-out, so if you want to save thousands of dollars, the best time to buy is right now. Remember, Aquatrax are made here in South Carolina, so it's no wonder they are so great!

Visit us in at our showroom or on-line at www.carolinahonda.com and see how much you can save and still ride on the water through September or October!



Carolina Honda Expands Apparel/Clothing Dept.

Great news for everyone! Carolina Honda has listened to your requests and we have doubled the size of our apparel and clothing department.

You won't believe the clothing we've added to get you ready for fall. Fresh from the 2010 Dallas Clothing and Apparel Show, we now have the latest in fall fashions for men, women, and children. We've more than doubled our leathers, and are now proud to present River Road leather products — a great company

that provides quality merchandise for a reasonable price.

Take the time and visit our new Apparel and Clothing Department where you'll find it easy to shop, well-stocked, friendly service, and our great prices. Please remember that we're here to serve you — if we're not stocking something you want, we listen and then we order, because at Carolina Honda we earn your business every day!

ATV Season is Finally Here!

The Fall ATV season has finally arrived, and Honda has some great deals on leftover 2009 models as the new 2010 ATVs arrive daily.

If you're in the market for a new ATV, make sure you visit us and look at the great deals we have. Remember, Honda makes "the best ATV on Earth" — and also remember that Honda ATVs are made right here in South Carolina by South Carolinians. So when you purchase a new Honda ATV, you help keep our great Honda ATV plant going.

You can always look at our great selection and sales specials on-line at www.carolinahonda.com — the most accurate, updated, fun and easy-to-use website for recreational vehicles in the Midlands.



Get Your ATV Ready for Hunting

Hunting season is almost here and we're ready to help you get your ATV in shape.

We know times are tough, so we're going to give you the best service for the best price — **\$99 PLUS TAX!**

That price is for a Honda ATV, although we do perform service on other brands and will try to honor that price — it all depends on the parts costs. This level of ATV service sells every day for \$120 at other dealers, so spread the word.

When you come into Carolina Honda, ask for the ATV Special, and don't wait until the last minute. No appointment necessary. Most routine services are done in one day, and we have nine service bays to keep up with the demand.

Carolina Honda will get you ready for the hunting season that's right around the corner, with the service you need!

Great Gamecock Grades Promotion

Our Great Gamecock Grades Promotion, originated and sponsored by Carolina Honda, will be starting soon now that school has started.

Students in Grades One through Six are eligible, and parent or guardian must accompany the student when registering.

We'll be telling you more about this promotion soon, but now's the time to start working to win a fabulous prize! Get a great reward for your hard work in school. You can visit www.carolinahonda.com for more details.

Free Tire Mounting Still Going Strong

We brought free tire mounting back in July and the response has been overwhelming. We are so glad to do our part in this recession and help out as much as we can.

We had 80 people visit us on Wednesday and get free tire mounting — that's a savings of \$6,400! I do not know of another dealership in the Midlands that is providing this type of service.

At Carolina Honda, we'll continue the program until the end of August. If

you need tires and you buy them from Carolina Honda, we'll mount them free on Wednesdays. No appointment is necessary but you need to check first to be sure we have your tires. Then get here early to get them changed. We have three technicians and nine service bays to get the job done.

Tell a friend. And it doesn't have to be a Honda because we work on all brands. This special is for street motorcycles only, no ATVs or dirt bikes, please.



USC's "Cocky" is getting prepared to reward some deserving and hardworking student again this year!

UPCOMING EVENTS

▶ AUGUST 15

Honda Riders Club of America meeting, 10AM @ Carolina Honda

▶ AUGUST 27

Vista Bike Night honoring SC vets, 6:30-10:30 PM @ the Blue Marlin in the Columbia Vista

▶ SEPTEMBER 3

USC Gamecock football starts — listen to the games at 107.5 "The Game" (Carolina Honda is a sponsor)

▶ SEPTEMBER 5

Family Fun Day at Palmetto Motorsports Park — look for the flyer on our website or wait for our e-mail blast

▶ SEPTEMBER 7

Labor Day — enjoy the break — try Palmetto Motorsports Park — fun for the whole family

▶ SEPTEMBER 19

Honda Riders Club of America meeting, 10AM @ Carolina Honda