

# RIDERS' NEWSLETTER

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

## CONGRATULATIONS TO FALL OPEN HOUSE GIVEAWAY WINNER #2!

Congratulations to Kathy Malinowski of Chapin, SC, who was the winner of our Fall Open House Giveaway #2 on October 25.

There were over 1,200 people who registered to win, and approximately 250 people showed up for the drawing. As stated in the rules, the only thing you have to do is register and be present at Carolina Honda for the drawing.

This time the first name pulled was Kathy's, and she responded with a great yell of happiness and disbelief. She is now the proud owner of a new Honda ATV, and she couldn't wait to take it home and try it out with her family.

Remember: there is one more Fall Giveaway on November 22, 2008, at 2:00 PM. On that day we'll give away a new Honda CRF150R dirt bike valued at \$4,199. All you have to do is register and be here!



Kathy Malinowski of Chapin sits on the new Honda ATV she won at Carolina Honda's second Fall Open House event on October 25th.

## FALL OPEN HOUSE GIVEAWAY #3



A new Honda CRF150R like this one will be given away on Saturday, November 22, at 2:00 PM at our last Fall Open House Giveaway. This will be the third and final giveaway to celebrate over 50 years of great service to the Columbia area by Carolina Honda.

What better way to say "thank you" than with \$10,000 worth of free Hondas given directly to our lucky winners! We want to give something back to our customers who have made this business so successful over the years. We don't play games — all you have to do is register and be present at Carolina Honda Powerhouse at the time of the drawing. But if you don't register, you can't win...its really that simple.

See you at the upcoming Open House. You could be the next lucky winner.

## THANKSGIVING WEEKEND SALE

One of the biggest sales periods of the year is Thanksgiving weekend. So when you plan your Thanksgiving day shopping spree, don't forget Carolina Honda.

We will have a great Thanksgiving Sale that you will not want to miss. Every department will have great specials on new Hondas, clothing, parts, accessories, apparel, gift cards and much more.

So plan to visit us Friday and Saturday after Thanksgiving and get a gift of fun for that very special person in your life. You meet the nicest people at Carolina Honda Powerhouse. Let us help you stretch your holiday dollars this year. Happy Thanksgiving!

## MILITARY APPRECIATION DAY

Carolina Honda will celebrate Veterans Day with a Military Appreciation Day on Tuesday, November 11, from 9:00 AM until 6:00 PM.

We will have special discounts for our veterans in every department. We want to recognize all military personnel past and present. We honor your service, and your sacrifice to our nation.

Please tell us you are a veteran when you visit our store, and we will reward you with a discount on any purchase. Stop in and share some stories of your service with SGM (retired) Jim Wertman, our General Manager, who served 30 years in the Army. Here at Carolina Honda, we know how to say "thank you for your service."

## VETS' CHRISTMAS CHARITY RIDE

We are on track to have the best ever Veterans Christmas Charity Ride on Sunday, December 14, at 2:00 PM from Carolina Honda.

If you rode last year, you know how big the ride has become. Last year we had 3,100 motorcycles and over 5,000 thousand people.

This will be our 8th annual ride. I hope you will participate, tell a friend, and remember: you do not have to ride to participate. Our goal every year is to bring Christmas to Veterans at Dorn VA Hospital and the two Veterans homeless shelters.

Visit our web site and download the flyer that will give you all the information. The ride is approved by the State of South Carolina and has it's own Federal Tax ID number, so everything you do for the ride is tax deductible.



## IN LOVING MEMORY

### Earl L. Small, Jr.

1951-2008

Earl Small, Jr., owner of Carolina Honda, was tragically killed in a helicopter accident on October 16, 2008, in Dryden, NY.

Earl was a great business owner, and will be deeply missed by his staff at Carolina Honda.

He was full of life, never met a stranger, and was always there to help someone in need. He was the co-founder of the Veterans' Christmas Charity Ride, which brings Christmas to hospitalized and homeless veterans at Dorn VA Hospital in Columbia. Earl used his success to help others, and deeply cared for America's military, both past and present. We can never thank him enough for his kindness and generosity.

Rest in peace, Earl. You were truly loved and will be missed by all of us.

## LAYAWAY PROGRAM

As the holidays grow closer, layaway is another option when shopping for gifts, and you can do it here at Carolina Honda at no charge for anything that you might want to purchase. Whether it's a new Honda dirt bike for your child, or that new helmet for your husband or wife, some new clothing and apparel for your boyfriend or girlfriend — we'll be glad to put it on layaway for you. All we require is a modest down payment, and that you get it out by Christmas time.

Just ask any of our friendly staff and they will assist with your layaway purchase.

## CAROLINA HONDA UPCOMING EVENTS

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

- **NOVEMBER 6**  
Ducks Unlimited Banquet, State Fairgrounds, 6:30PM
- **NOVEMBER 11**  
Military Appreciation Day @ Carolina Honda, 9AM-6PM
- **NOVEMBER 21**  
Final Vet's Charity Ride planning meeting, 1PM, Lizzard's Thicket on Beltline Blvd.
- **NOVEMBER 22**  
Honda Riders Club of America Chapter meeting, 10AM @ Carolina Honda
- **NOVEMBER 22**  
Final Fall Open House & Giveaway #3, @ Carolina Honda, 2PM
- **NOVEMBER 28 & 29**  
Thanksgiving Weekend Sale @ Carolina Honda