



# Rider's Newsletter

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NOVEMBER 2007

## WINTERIZATION PROTECTS YOUR INVESTMENT!

**BY JIM WERTMAN, GENERAL MANAGER** — Now that winter is almost here, there is a winterization process available for most units that protects your unit due to a reduced riding season because of the weather.

You may think that winterization is only for personal watercraft, but that's not true. If you do own a personal watercraft you need to get it to the technicians here at Carolina Honda and get it winterized. Do not wait until the first freeze — it will be too late and you could be in for a repair bill of up to \$4,000. In 2006 we saw three watercraft that had freeze damage, and there is no warranty that covers that; the customer had to pay the expense. If you own a street motorcycle or an off-road motorcycle there are some precautions that you must take.

First you need to make sure all of your fluids are clean and full. A good way to do this is to bring it to Carolina Honda and get an oil change. If you are going to put the motorcycle up for the winter, fill the fuel tank up to the top and add a fuel stabilizer. This is critical because it prevents the fuel from turning to gel and prevents moisture from building up in your tank. Make sure you use the right stabilizer and the right amount. We suggest getting it from Carolina Honda since we only carry the stabilizer recommended for your Honda. Don't worry if you decide to use your bike later — you can repeat this process as often as you need to. If you fail to do this you could have a costly repair in the spring.

Next disconnect your battery, and charge it once a month. If you don't have a charger, I suggest a battery tender from Carolina Honda. Our parts/service people will tell you how to use it. If you don't do this, you will be buying a new battery come spring.

Clean your bike, wash and wax, and then cover it to protect it. If you don't want to do this you can get a complete detail at Carolina Honda.

Finally check your tires to make sure they are inflated properly, and keep them inflated throughout the winter. I hope you will protect your investment. If you have any questions, call us or email us at [jasonc@carolinahonda.com](mailto:jasonc@carolinahonda.com). The only dumb question is the one you do not ask. ■

## LAYAWAY NOW FOR CHRISTMAS

We hope Carolina Honda is one of your favorite Christmas shopping stores. Our Christmas layaway program has already begun, so come on in to our store or go to our website and start your Christmas shopping. Take advantage of our layaway program; there is no additional charge. All we ask is a modest down payment and monthly or weekly payments — your choice — until Christmas. We ask that all layaways be picked up by Saturday, December 22.

Remember: you can put anything you want on layaway at Carolina Honda — a new bike, a dirt bike for your child, clothing, accessories — whatever you want, we are here to serve you.

Have you made out your Carolina Honda Christmas Wish List yet? Right now is the time to do it! Make sure if you want something from Carolina Honda, including one of our Gift Cards, that we are on your Wish List. Make sure your list is complete and accurate with the year, model, color, size of the item you have and what it is you want, so that our friendly staff can help the person buying the present. ■

## OPEN HOUSE AT CAROLINA HONDA POWERHOUSE

Every year we have an Open House to highlight

the new Honda product line. This year we've moved it back so that you could come in and see the new Honda line up AND shop for Christmas at the same time! Our Open House day this year will be on Saturday, November 17 from 9:00 AM to 6:00 PM. You can even enjoy free refreshments while they last. This will be the BEST shopping day ever at Carolina Honda in our 51 years of existence.

There will be special one-day savings in EVERY department. Be sure to check your mailbox in early November for our Open House mailer. Not only will it have great money-saving coupons and specials, but it will also provide you with a chance to win a new 2007 Honda TRX 250TM7 ATV in Christmas red, valued at \$3649! The only way to find out if you have the lucky number is to come in and check. The winning number will not be given out over the phone or on the website — you've got to bring it here to see.

Bring a canned food item for the John Fling Memorial Food Drive for the Blind and you'll get a second-chance drawing for a door prize to be given away that afternoon after 2:00 PM. ■

## JOHN FLING MEMORIAL FOOD DRIVE FOR THE BLIND

Carolina Honda Riders Club, along with the Capitol City Wings, is proud to sponsor The John Fling Memorial Food Drive for The SC Federation For The Blind. For many years John Fling conducted this food drive for the Federation, and for the past two years it has assembled at Carolina Honda. Mr. Fling passed away this year and anyone who has ever been involved in this worthy cause wants to continue the food drive in his honor.

So whether you ride or not, please bring some non-perishable food to Carolina Honda on Saturday, November 17 prior to 2:00 PM and help support this worthy cause. All participants are asked to assemble at 2:00 PM at Carolina Honda, 901 Buckner Road, with their food donation. The ride will depart sharply at 3:00 PM to the SC Federation for the Blind on Kilbourne Road.

For additional information, please call Carolina Honda or visit our website to download the flyer. You do not have to ride to participate. ■

## GREAT REVIEWS ON OUR NEW CAROLINA HONDA REWARD PROGRAM

Our new Reward Program is up and running with great reviews. Don't be left out in the cold — for only \$6.95, one year's membership, you can earn reward points on every purchase at Carolina Honda. Points equal dollars; you earn one point for every penny spent and get the reward of \$10 for every 8,000 points.

You earn points on parts and accessories, and even when you get your Honda serviced. The only thing you do not earn points for is the purchase of a new or used Honda. This is the ultimate customer loyalty program. You don't need a special card that you have to remember to bring. Once you pay your \$6.95, it's all done by computer and you receive your point/dollars earned on each receipt, so you always know what your reward is.

You can come in, call in, or email us to join — it really is that simple. There is no other motorcycle dealership in the Midlands that offers this type of program for their customers. At Carolina Honda you are our priority, and we earn your business every visit! ■

## CAROLINA HONDA HRCA CHAPTER NEWS

The Carolina Honda Honda Riders Club of America

meets on the third Saturday of every month at Carolina Honda at 1:00 PM, and WE HAVE FUN.

As the fall and winter weather arrives it is a great time to ride. We have a lot of fun things planned over the next few months, so why not make a meeting and find out? There are no monthly or yearly dues. We are supported by Carolina Honda and the Honda Riders Club of America, so we have a lot of resources at our disposal. We go on rides, go out to eat, and just enjoy each others company. Our rides are safe, supervised, and planned so that every one has a great time. Hope to see you at the next meeting. For more information email [jwertman@carolinahonda.com](mailto:jwertman@carolinahonda.com). ■

## PRIORITY SERVICE CUSTOMER SHOPPING NIGHT

Stay tuned to our website and watch your mailbox if you are a Priority Service Customer because we are planning a special shopping experience just for you.

We have chosen Friday November 30 for special hours and special events. The store will only be open for our Priority Service Customers by invitation only. So look for your invitation in the mail if you are a Priority Service Customer...and get prepared for a VERY special night. ■

## 7TH ANNUAL VETS' CHRISTMAS CHARITY RIDE

The eighth annual Vets, Christmas Charity Ride will be on Sunday, December 9, at 2:00 PM. Christmas present drop boxes will be in place starting November 1. Remember, you do not have to ride to participate. Please help us bring Christmas to our veterans in Dorn VA Hospital.

You can download the flyer with gift suggestions from our website at [www.carolinahonda.com](http://www.carolinahonda.com). The ride is state-approved and has a federal tax ID number, so your gifts are tax deductible. This has grown to be one of the largest charity rides in the state, and everyone can participate. Please help make a vet's Christmas special this year. ■

## CAROLINA HONDA POWERHOUSE EVENTS

THE FOLLOWING EVENTS ARE CURRENTLY SCHEDULED.  
PLEASE CHECK OUR WEBSITE FOR THE MOST CURRENT INFORMATION.

### NOVEMBER 17

• John Fling Memorial Ride Food Drive — 2:00PM

### NOVEMBER 17

• Carolina Honda Open House — 9:00AM-6:00PM

### NOVEMBER 22

• Closed for Thanksgiving

### NOVEMBER 30

• Priority Service Customer Special Shopping Night

### DECEMBER 9

• Annual Vets' Christmas Charity Ride — 2:00PM

### DECEMBER 24 & 25

• Closed for Christmas



Don't forget to visit our website for more info, events, product news and much more!  
[wwwCarolinaHonda.com](http://www.CarolinaHonda.com)