

Honda West

3101 W Loop 820 S • Fort Worth, TX

817.244.5201

www.HondaWest.com



STORE HOURS

Mon - Fri 9 AM - 6 PM
 Saturday 9 AM - 4 PM
 Sunday Gone Ridin'

SUMMERSUPERSALE

SATURDAY, JULY 11
 OPEN 'TIL 8 PM

PRSRST STD
 U.S. POSTAGE PAID
 FORT WAYNE, IN
 PERMIT NO.869

Honda West

BRING IN THIS MAILER & RECEIVE
A FREE GIFT!

SUMMERSUPERSALE

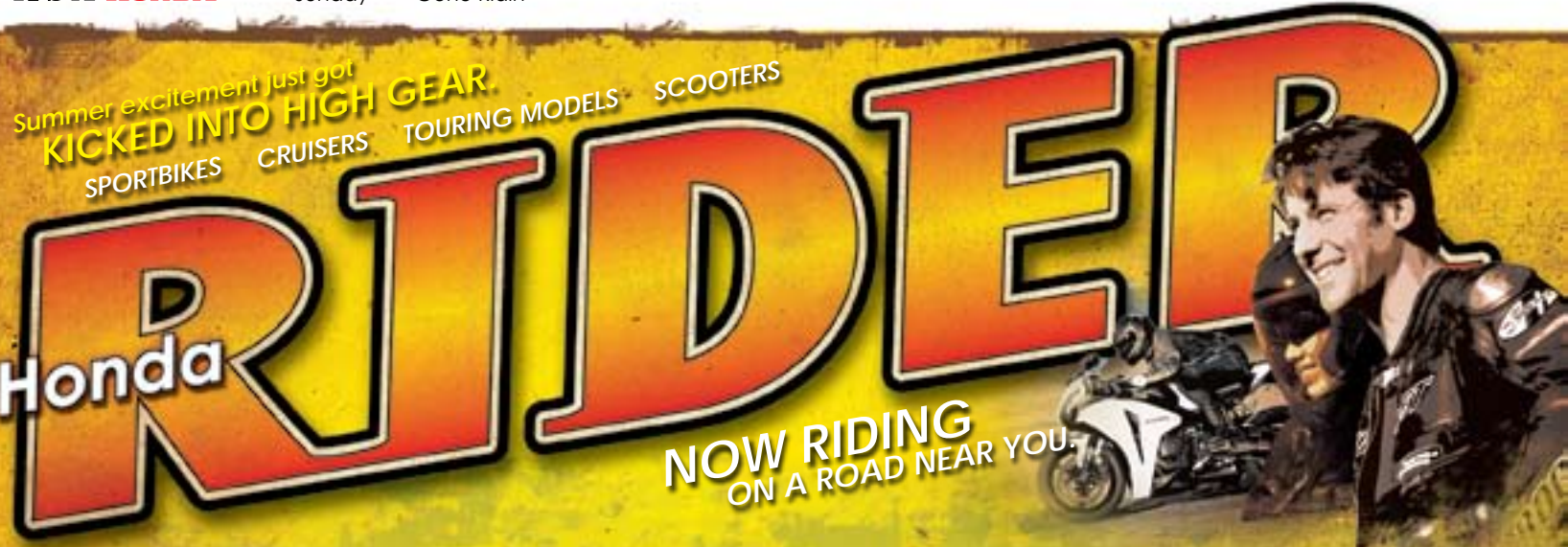
COMPLIMENTARY LUNCH
 BURGERS, HOT DOGS and DRINKS! WHILE SUPPLIES LAST!

ONE DAY ONLY!

LIVE BAND (AFTER 4 PM)

11 HOURS OF SAVINGS!

www.HondaWest.com



Honda West SUMMERSUPERSALE

ONE DAY ONLY! 11 HOURS OF SAVINGS! SATURDAY, JULY 11

\$200
Honda West
GIFT CARD
 WITH PURCHASE
 OF NEW ON-ROAD
 MOTORCYCLE
 Applies to New Non-current models only.

Honda West
 OFFER VALID JULY 11 - JULY 14, 2009

\$100
Honda West
GIFT CARD
 WITH PURCHASE
 OF NEW OFF-ROAD
 MOTORCYCLE
 Applies to New Non-current models only.

Honda West
 OFFER VALID JULY 11 - JULY 14, 2009

\$50
Honda West
GIFT CARD
 WITH PURCHASE
 OF NEW
 SCOOTER
 Applies to New Non-current models only.

Honda West
 OFFER VALID JULY 11 - JULY 14, 2009

SERVICE SPECIAL
\$29.95
**OIL & FILTER
 CHANGE**
 PRICE INCLUDES
 PARTS & LABOR

Honda West
 OFFER GOOD THROUGH AUGUST 31, 2009

PARTS SPECIAL
20% OFF
**PARTS &
 ACCESSORIES**
 APPLIES TO BOTH
 IN-STOCK & SPECIAL
 ORDER PURCHASES

Honda West
 OFFER GOOD THROUGH AUGUST 31, 2009

honda.com BE A RESPONSIBLE RIDER. ALWAYS WEAR A HELMET, EYE PROTECTION AND PROTECTIVE CLOTHING AND PLEASE RESPECT THE ENVIRONMENT. OBEY THE LAW AND READ YOUR OWNER'S MANUAL THOROUGHLY. Utility ATVs and the TRX250EX are recommended only for riders 16 years of age and older. The Big Red, TRX700XX, TRX450R, TRX400EX and TRX300EX are recommended only for highly experienced riders 16 years of age and older. The TRX90 is recommended for riders 12 years of age and older; riders under 16 must be supervised by an adult. Parents need to consider their youngster's age, size, ability and maturity before allowing them to ride. Multi-purpose Utility Vehicles can be hazardous to operate. For your safety, be responsible. Always wear a helmet, eye protection and appropriate clothing. Always wear your seat belt and keep side nets and doors closed. Avoid excessive speeds and be careful on difficult terrain. All MUV drivers and passengers should watch the safety video "Multi-Purpose Utility Vehicles: A Guide to Safe Operation" and read the owner's manual before operating the vehicle. Never drive under the influence of drugs or alcohol, on public roads or with more than one passenger. Big Red is only for drivers 16 years and older. Driver and passenger must be tall enough for the seat belt to fit properly and to brace themselves with both feet firmly on the floor. Passenger must be able to grasp the handhold with the seat belt on and both feet on the floor. Respect the environment when driving. *As low as 3.99% Fixed APR financing available for customers who qualify for super preferred credit tier for up to 36 months through Honda Financial Services. Payment example: 36 monthly payments of \$29.52 for each \$1,000 financed. Offer good on every 2010 and prior model with Honda Financial Services. Not all buyers may qualify. Higher rates apply for buyers with lower credit ratings. Check with participating Honda dealers for complete details. Offer ends 8/31/09. **6.99% Fixed APR financing available for customers who qualify for super preferred and preferred credit tier for 72 months through Honda Financial Services. Payment example: 72 monthly payments of \$17.04 for each \$1,000 financed. Offer good on every new and unregistered 2010 and prior model year GL1800, NXR18, NS4700, ST100, ST1300, VT600, VT750, VT1100, VT1300, VT1800, FSC600, ARX(AII) & MUV700 models. Minimum amount financed is \$5,000. Not all buyers may qualify. Check with participating Honda dealers for complete details. Offer ends 8/31/09. †Bonus Bucks offer good with the purchase of select new models and may only be used for purchases at the dealership. Bonus Bucks must be redeemed on the day of purchase. Offers have no cash value and are not transferable. Redemption value not to exceed \$1,000 Bonus Bucks for new 2007 VTX1800C/F/N/R/S, VTX1800T(Spec 1) and VTX1800T(Spec 2) models. \$900 Bonus Bucks for new 2007 and prior ARX1200 models. \$600 Bonus Bucks for new 2007 VFR800 models. \$500 Bonus Bucks for new 2006 and prior VTX1800C/F/N/R/S, 2008 TRX700XX, 2007 and prior TRX450R/ER & 2008 and prior CRF450R, 2008 CRF250R models. \$425 Bonus Bucks for new 2008 and 2007 TRX500PE/FPM models. \$350 Bonus Bucks for new 2008 and prior TRX500FE/FPM models. \$300 Bonus Bucks for new 2008 and 2007 ST1300/A, 2008 VFR800 and 2008 and prior TRX500FA/FGA models. \$250 Bonus Bucks for new 2009 and prior CBR600RR, 2008 VTX1800C/F/N/R/S, VTX1800T(Spec 1), VTX1800T(Spec 2), 2008 and 2007 CBR1000RR, 2009 CRF450R, 2007 and prior CRF250R and CRF150R/RB, 2008 and prior TRX680FA/FGA, TRX420FE/FPM, TRX400EX and TRX250EX models. 2008 TRX450R/ER, 2009 and 2008 ARX1500 models. \$200 Bonus Bucks for new 2007 and prior CRF230F, 2007 CRF150F, 2007 CRF100F models. 2009 TRX500FE/FPM, TRX500PE/FPM, TRX500FA/FGA, TRX420FA/FGA and TRX700XX models. 2008 and prior TRX250TE/FPM and TRX300EX models. \$150 Bonus Bucks for new 2008 CRF450R, CRF250R, CRF230F, CRF150F, CRF100F, TRX90X models. 2007 and prior CRF80/70/50F and 2009 TRX680FA/FGA models. \$100 Bonus Bucks for new 2009 CRF230F, CRF150F, CRF100F, TRX420FE/FPM, TRX420FE/FPM, TRX420TE/FPM, TRX250TE/FPM, TRX450R/ER, TRX400EX, TRX300EX and TRX250EX models. 2008 CRF150R/RB, CRF80/70/50F models. \$75 Bonus Bucks for new 2009 TRX90X. \$50 Bonus Bucks for new 2009 CRF80/70/50F models. Offer expires 8/31/09. Customer may apply certificate to parts, accessories, riding gear or other purchases and is responsible for all related sales tax. ††Double Bonus Bucks offer good with the purchase of select new 2009 and prior Honda models and may only be used for purchases at the dealership. Double Bonus Bucks offer may not be used with any current Honda Financial offers. Double Bonus Bucks must be redeemed on the day of purchase. Offers have no cash value and are not transferable. Youth Off-Road Double Bonus Bucks offer ends 7/31/09, other select models offers are good through 8/31/09. Customer may apply certificate to parts, accessories, riding gear or other purchases and is responsible for all related sales tax. Prices do not include tax, title, license and other fees. See dealer for details. Professional riders shown on closed courses. Fury™, VTX™, Shadow Spirit™, Shadow, Shadow A.C.E.™, Rebel™, Shadow Aero™, Nighthawk™, Ruckus™, Silver Wing®, Metropolitan™, Elite®, CR®, CBR®, Interceptor®, Gold Wing®, ST™, Recon®, Rancher™, Foreman™, Rincon™, CRF™, TRX™, XR™, Big Red™, Valkyrie™, Trailok™, AqualTrax®, SportClutch™, GPScale™, Honda Genuine Accessories™, Best on Earth™ and Performance First™ are registered trademarks of Honda Motor Co., Ltd. ©SAAL Publishing Co., 6/09

HONDA
 presents
 The First Real
BLOCKBUSTERS
 of Summer 2009!

★★★★★
 RIDING EXCITEMENT!

Honda RIDER

SPORTBIKES CRUISERS TOURING MODELS SCOOTERS

FEATUREING AS LOW AS **3.99% FIXED APR*** FOR UP TO 36 MONTHS ON ALL 2010 & PRIOR MODELS With Honda Financial Services

American Honda Motor Company presents
 "PERFORMANCE FIRST" CBR1000RR CBR600RR INTERCEPTOR VTX1300 MODELS SHADOW SPIRIT 750 SHADOW AERO REBEL GOLD WING
 ST1300 METROPOLITAN RUCKUS SILVER WING and introducing the 2010 FURY & 2010 SH150i QUALITY & RELIABILITY by Honda
 EXCITEMENT & LOVE OF THE OPEN ROAD by Honda BASED ON THE EXCELLENCE & TRADITION ESTABLISHED by Soichiro Honda STORY by You

www.honda.com

EG EXCITEMENT GUARANTEED
 RIDING MAY CAUSE AN EXHILARATING RUSH OF ADRENALINE

Honda **RIDER**



Honda Cruisers
THE SHADOW & REBEL JOIN FORCES TO CONQUER THE ROAD

AS LOW AS 3.99% FIXED APR
 FOR UP TO 36 MONTHS ON ALL 2010 & PRIOR MODELS
 With Honda Financial Services
 OR **DOUBLE BONUS BUCKS**
 ON SELECT 2009 & PRIOR ON-ROAD,
 OFF-ROAD, ATV & PWC MODELS



09	REBEL®
MSRP \$3,999	
\$80/MONTH*	
<ul style="list-style-type: none"> Great fuel economy that will let you reduce your gas bill to 2.6 gallons 234cc entry-level motorcycle that's available in Black and Ultra Blue Metallic 	

09	SHADOW AERO®
BASE MSRP \$7,699	
AS LOW AS \$132/MONTH**	
<ul style="list-style-type: none"> This 749cc V-twin is one of Honda's best-selling middleweight cruisers Now in Black, Metallic Titanium/White, Pearl Blue/Metallic Silver, Black/Snake-skin pattern and Candy Dark Red 	

09	SHADOW SPIRIT™ 750
BASE MSRP \$7,699	
AS LOW AS \$132/MONTH**	
<ul style="list-style-type: none"> A classic cruiser with the attitude of a sportbike Four stunning paint schemes that will make you the Star of the road: Candy Dark Red/Metallic Silver, Pearl White/Silver Pinstripe, Pearl Black/Red Pinstripe and Black 	

09	VTX™ 1300C
BASE MSRP \$10,199	
AS LOW AS \$174/MONTH**	
<ul style="list-style-type: none"> Turn back the clock with the big 1312cc V-twin and retro styling Available in 4 brilliant new colors: Dark Blue Metallic, Metallic Red, Black and Titanium 	

09	VTX1300R
MSRP \$10,299	
\$176/MONTH**	
<ul style="list-style-type: none"> This is one great motorcycle that is classically cool and packed with features Available in Metallic Silver, Metallic Black and Bright Blue Metallic 	

09	VTX1300T
BASE MSRP \$11,499	
AS LOW AS \$196/MONTH**	
<ul style="list-style-type: none"> With comfortable features and great performance, the VTX1300T lives for the long haul Three new color schemes for '09: Black Titanium and Dark Red Metallic 	

Rebel payment figured at 6.99% Fixed APR for 60 months. Shadow Aero and Shadow Spirit payments figured at 6.99% Fixed APR for 72 months.

Payments figured at 6.99% Fixed APR for 72 months.

Honda **RIDER**



Honda Cruisers
LEGENDS RETURN & A NEW HERO EMERGES!

NEW

10	FURY™	BASE MSRP \$12,999												
AS LOW AS \$222/MONTH**														
<ul style="list-style-type: none"> Powerful 1312cc V-twin engine New fuel injection system for easy start-ups Quiet and clean shaft final drive Radical, custom chopper styling Raked-out front and condensed hard-tail rear Distinctive alloy wheels Redesigned exhausts and new camshafts Powerful front and rear disk brakes Super-low, comfortable seat height Great line of Genuine Parts and Accessories to customize your ride 														
<table border="0"> <tr> <td></td> <td>Ultra Blue Metallic</td> <td></td> <td>Metallic Silver</td> <td></td> <td>Black</td> </tr> <tr> <td></td> <td>Dark Red Metallic</td> <td></td> <td>Matte Silver Metallic with pinstriped wheels</td> <td></td> <td></td> </tr> </table>				Ultra Blue Metallic		Metallic Silver		Black		Dark Red Metallic		Matte Silver Metallic with pinstriped wheels		
	Ultra Blue Metallic		Metallic Silver		Black									
	Dark Red Metallic		Matte Silver Metallic with pinstriped wheels											

UP TO \$2,000 DOUBLE BONUS BUCKS™
 ON 2007 VTX1800 MODELS

Honda West SUMMER SUPER SALE

ONE DAY ONLY! OPEN 'TIL 8 PM! 11 HOURS OF SAVINGS! SATURDAY, JULY 11!
 COMPLIMENTARY LUNCH! BURGERS, HOT DOGS and DRINKS! (WHILE SUPPLIES LAST)



08	CBR1000RR
BASE MSRP \$11,599 / SALE PRICE \$10,109	
\$500 DOUBLE BONUS BUCKS††	DISCOUNT PRICE \$9,609***

MODEL	MSRP	SALE	DBLE BB††	DISCOUNT PRICE
09 CRF50F	\$1,499	\$1,287	\$100††	\$1,187***
08 CRF70F	\$1,699	\$1,534	\$200††	\$1,334***
08 CRF80F	\$2,099	\$1,874	\$200††	\$1,674***
09 CRF100F	\$2,699	\$2,222	\$200††	\$2,022***
08 CRF150F	\$3,149	\$2,767	\$300††	\$2,467***
09 CRF230F	\$3,899	\$3,284	\$200††	\$3,084***
09 Recon®	\$3,899	\$3,479	\$200††	\$3,279***
09 Recon ES	\$4,099	\$3,649	\$200††	\$3,449***
09 Rancher AT EPS	BASE \$7,099	\$6,199	\$400††	\$5,799***
09 Foreman® 4x4	BASE \$6,799	\$5,859	\$400††	\$5,459***
09 Foreman 4x4 ES	BASE \$6,999	\$6,029	\$400††	\$5,629***
09 Rincon™	BASE \$8,299	\$7,049	\$300††	\$6,749***
09 Rincon GPScape™	BASE \$8,499	\$7,219	\$300††	\$6,919***
09 CBR600RR	\$10,499	\$9,706	\$500††	\$9,206***
07 Interceptor Ann. Edition	\$11,099	\$9,684	\$1,200††	\$8,484***
08 Interceptor ABS	\$11,799	\$10,279	\$600††	\$9,679***
09 Rebel	\$3,999	\$3,339	-	\$3,339***
08 Shadow Aero	\$7,099	\$6,284	-	\$6,284***
09 Shadow Aero	\$7,999	\$7,089	-	\$7,089***
08 VTX1300C (Met. Black)	BASE \$9,599	\$8,459	-	\$8,459***
08 VTX1800F Spec 2	\$15,799	\$14,519	\$500††	\$14,019***
08 VTX1800N Spec 2	BASE \$16,449	\$15,104	\$500††	\$14,604***
09 Gold Wing	BASE \$22,099	\$19,199	-	\$19,199***



08 CRF™150R
 MSRP \$4,199 / SALE PRICE \$3,199
\$200 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$2,999***



08 CRF150RB
 MSRP \$4,299 / SALE PRICE \$3,744
\$200 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$3,544***



08 XR™650L
 MSRP \$5,949 / SALE PRICE \$5,307
DISCOUNT PRICE \$5,307***



08 CRF450R
 BASE MSRP \$7,199 / SALE PRICE \$6,369
\$1,000 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$5,369***



09 CRF450R
 MSRP \$7,999 / SALE PRICE \$6,999
\$500 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$6,499***



08 TRX700XX
 MSRP \$7,899 / SALE PRICE \$6,964
\$1,000 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$5,964***



09 RINCON™
 MSRP \$8,299 / SALE PRICE \$7,049
\$300 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$6,749***



08 RANCHER™
 MSRP \$3,999 / SALE PRICE \$3,649
\$400 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$3,249***



09 RANCHER AT
 BASE MSRP \$6,699 / SALE PRICE \$5,859
\$400 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$5,459***



08 RUBICON
 BASE MSRP \$7,349 / SALE PRICE \$6,497
\$600 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$5,897***



08 CBR600RR
 MSRP \$9,599 / SALE PRICE \$8,409
\$500 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$7,909***



08 SHADOW AERO
 BASE MSRP \$6,799 / SALE PRICE \$6,029
DISCOUNT PRICE \$6,029***



09 SHADOW SPIRIT 750
 (PINSTRIPE)
 MSRP \$7,999 / SALE PRICE \$7,089
DISCOUNT PRICE \$7,089***



08 VTX1800T SPEC 2
 (PINSTRIPE)
 BASE MSRP \$16,449 / SALE PRICE \$13,604
\$500 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$13,104***



07 VTX1800R SPEC 3
 BASE MSRP \$16,249 / SALE PRICE \$14,112
\$2,000 DOUBLE BONUS BUCKS††
DISCOUNT PRICE \$12,112***



09 METROPOLITAN
 BASE MSRP \$2,399 / SALE PRICE \$1,832
DISCOUNT PRICE \$1,832***



09 METROPOLITAN
 COLORS: MONZA & GRAPHITE
 MSRP \$2,499 / SALE PRICE \$1,917
DISCOUNT PRICE \$1,917***



09 RUCKUS
 MSRP \$2,499 / SALE PRICE \$1,917
DISCOUNT PRICE \$1,917***

***All Manufacturer discounts, incentives, rebates and Double Bonus Bucks†† have been applied to Discount Price. All prices are plus tax, title license, freight and set-up fees.

RIDER
 FEATURING AS LOW AS **3.99% FIXED APR**
 FOR UP TO 36 MONTHS ON ALL 2010 & PRIOR MODELS
 With Honda Financial Services
 OR **DOUBLE BONUS BUCKS††**
 ON SELECT 2009 & PRIOR ON-ROAD,
 OFF-ROAD, ATV & PWC MODELS



Utility ATVs and the TRX250EX are recommended only for riders 16 years of age and older. The Big Red, TRX700XX, TRX450R, TRX400EX and TRX300EX are recommended only for highly experienced riders 16 years of age and older. The TRX90 is recommended for riders 12 years of age and older. Riders under 16 require adult supervision. All Honda AquaTrax® models are recommended for operators 16 years of age and older.

Honda Scooters
SAVING THE DAY & MONEY!



09 METROPOLITAN™
 BASE MSRP \$2,399
AS LOW AS \$71/MONTH*

09 RUCKUS™
 MSRP \$2,499
\$74/MONTH*

10 SH150i
 MSRP \$4,499
\$90/MONTH*

09 SILVER WING®
 BASE MSRP \$8,499
\$145/MONTH**

Ruckus and Metropolitan payments figured at 3.99% Fixed APR for 36 months. SH150i payment figured at 6.99% Fixed APR for 60 months. Silver Wing payment figured at 6.99 Fixed APR for 72 months.