

'09 SUMMER SIZZLER SALE!

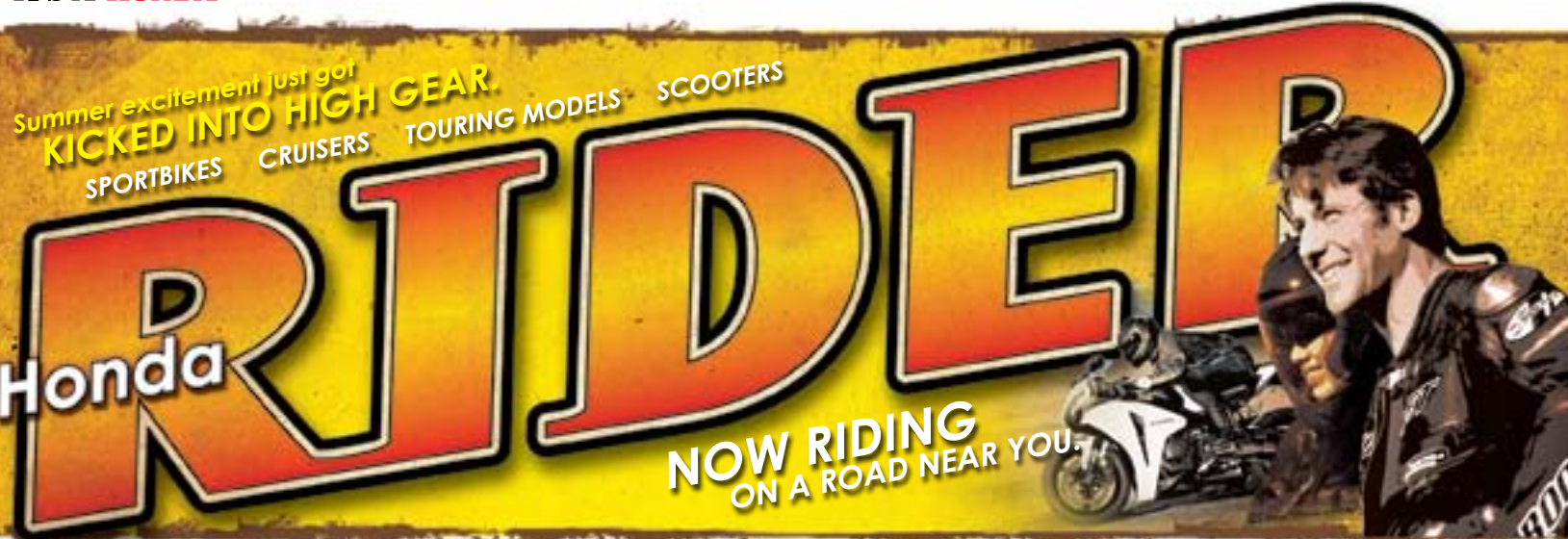
THE BIGGEST SALE IN OUR 44 YEAR HISTORY! DON'T MISS THE SAVINGS IN EVERY DEPARTMENT.

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

Store Hours
Tues, Wed, Fri 9 AM - 6 PM
Thursday 9 AM - 8 PM
Saturday 9 AM - 4 PM



Summer excitement just got
KICKED INTO HIGH GEAR.
SPORTBIKES CRUISERS TOURING MODELS SCOOTERS



NOW RIDING ON A ROAD NEAR YOU.

\$\$\$\$\$ **\$13.00 CASH** \$\$\$\$\$

YOURS TO USE TOWARD A \$26 OR MORE PURCHASE OF ANYTHING IN OUR DEALERSHIP...NO STRINGS ATTACHED. USE IT FOR PARTS, ACCESSORIES, RIDING GEAR, REPAIR WORK OR A DOWN PAYMENT ON A NEW OR USED BIKE, SCOOTER, ATV, BIG RED™ UTV OR AQUATRAX® PWC - YOU CHOOSE!
In-stock items only; off regular price; not valid toward layaways or prior purchases; may not be combined with any other offer. Good through 7/18/09.

TIME TO RE-TIRE?
30% OFF
ATV TIRES

10% OFF INSTALLATION
WITH TIRE PURCHASE OF A PAIR OR MORE
SHOP & COMPARE - WE WON'T BE UNDERSOLD!

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. In-stock items only; off regular price; not valid toward layaways or prior purchases; may not be combined with any other offer. No cash value. Offer expires 7/18/09.

TIME TO RE-TIRE? II?
28% OFF
MOTORCYCLE & SCOOTER TIRES
10% OFF
INSTALLATION
WITH TIRE PURCHASE
SHOP & COMPARE - WE WON'T BE UNDERSOLD!

Ehlerding Motorsports
OFFER GOOD THROUGH 7/18/09.

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. In-stock items only; off regular price; not valid toward layaways or prior purchases; may not be combined with any other offer. No cash value. Offer expires 7/18/09.

TIME FOR A BRAKE JOB?
FREE
BRAKE PAD OR
BRAKE SHOE
INSTALLATION
WITH TIRE CHANGE

Ehlerding Motorsports
OFFER GOOD THROUGH 7/18/09.

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GOT A LEAK?
FREE
FORK OIL
WITH FORK SEAL REPLACEMENT

Ehlerding Motorsports
OFFER GOOD THROUGH 7/18/09.

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. In-stock items only; off regular price; not valid toward layaways or prior purchases; may not be combined with any other offer. No cash value. Offer expires 7/18/09.

FREE FILTER ANYONE?
FREE
OIL FILTER
WITH LUBE, OIL & FILTER CHANGE

Ehlerding Motorsports
OFFER GOOD THROUGH 7/18/09.

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. In-stock items only; off regular price; not valid toward layaways or prior purchases; may not be combined with any other offer. No cash value. Offer expires 7/18/09.

THE FORGOTTEN SERVICE?
FREE
ANTIFREEZE
AND/OR DRIVE
SHAFT OIL
WITH FLUID FLUSH

Ehlerding Motorsports
OFFER GOOD THROUGH 7/18/09.

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. In-stock items only; off regular price; not valid toward layaways or prior purchases; may not be combined with any other offer. No cash value. Offer expires 7/18/09.

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 15 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 "Multipurpose 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 riders 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, NRX18, NSA700, ST100, ST1300, VT600, VT750, VT1100, VT1300, VT1800, FSC600, ARX(AH) & 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 TRX500FE/FPM models. \$350 Bonus Bucks for new 2008 and prior CRF250R and CRF150R/ER, 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, CRF100F models. 2009 TRX500FE/FPM, TRX500FE/FPM, TRX500FA/FGA, TRX420FA/FPA and TRX700XX models. 2008 and prior TRX250TE/EM and TRX300EX models. \$150 Bonus Bucks for new 2008 CRF450X, CRF250X, 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/EM, TRX250TE/EM, TRX450R/ER, TRX400EX, TRX300EX and TRX250EX models. 2008 CRF150R/ER, 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, title, license and other fees. See dealer for details. Professional riders shown on closed courses. Fun™, VTX™, Shadow Spirit™, Shadow®, Shadow A.C.E.™, Rebel®, Shadow Aero®, Highthawk®, Ruckus™, Silver Wing®, Metropolitan™, Elite®, CR®, CBR®, Interceptor®, Gold Wing®, ST™, Sportrax™, Recon®, Rancher™, Foreman®, Rincon™, XR™, TRX™, XR™, Big Red™, Valkyrie™, TraxLok™, AquaTrax®, SportClutch™, GPScape™, Honda Genuine Accessories™, Best on Earth™ and Performance First™ are registered trademarks of Honda Motor Co., Ltd. (c)SAL Publishing Co., 6528 Constitution Drive, Fort Wayne, IN 46804, 866.722.5123. Printed in U.S.A. (6/09)

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THE BIGGEST SALE IN OUR 44 YEAR HISTORY! DON'T MISS THE SAVINGS IN EVERY DEPARTMENT.

NOTHING SIZZLES LIKE A STEAK ON THE GRILL...EXCEPT A "SIZZLING HOT DEAL" FROM EHLERDING MOTORSPORTS! IN OUR 44 YEARS OF SELLING & SERVICING BIKES, WE CAN'T REMEMBER EVER BEING ABLE TO OFFER DEALS LIKE THESE! HERE ARE A FEW EXAMPLES OF WHAT AWAITS YOU WHEN YOU VISIT OUR SHOWROOM. VISIT SOON!



WE NEED TRADE-INS!



presents
The First Real
BLOCKBUSTERS
of Summer 2009!

★★★★★
RIDING EXCITEMENT!



SPORTBIKES CRUISERS TOURING MODELS SCOOTERS
RIDER

FEATURING 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

IT'S A HONDA

Honda RIDER



**EXCITEMENT & ADVENTURE
AROUND EVERY TURN!**
Honda SportBikes



Honda Touring Models

**THE ULTIMATE WAY TO
RIDE INTO THE SUNSET!**

AS LOW AS 6.99% FIXED APR*
FOR UP TO 72 MONTHS ON SELECT 2010 & PRIOR MODELS
With Honda Financial Services

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

IT'S A HONDA



**SEE US FOR GREAT
FINANCING OPTIONS!**

09	CBR®600RR
BASE MSRP \$10,499	
AS LOW AS \$208/MONTH*	
<ul style="list-style-type: none"> • One of the most decorated, award-winning 600-class sportbikes on the planet • Available in Red/Black, Black/Bright Green Metallic, Metallic Black, Phoenix, Pearl White/Pearl Blue/Red (Limited Edition) 	

09	INTERCEPTOR®
BASE MSRP \$11,999	
AS LOW AS \$238/MONTH*	
<ul style="list-style-type: none"> • Awe inspiring, VTEC-equipped V-4 that has been named "Best in Class" 11 times by some of the industry's top magazines. • Equipped with a sophisticated twin-spar all-aluminum chassis in stylish Black 	

09	CBR1000RR
BASE MSRP \$12,999	
AS LOW AS \$258/MONTH*	
<ul style="list-style-type: none"> • Stop on a dime with all-new Combined Anti-Lock Braking and, for the first time ever on a super-sport machine, an ABS system • Available in Black, Pearl White/Light Silver Metallic and Blue/White/Orange/Red (Repsol Edition) 	

09	ST™1300	BASE MSRP \$15,999
AS LOW AS \$273/MONTH**		
<ul style="list-style-type: none"> • Powerful V-4 engine and lightweight chassis that delivers ultimate performance • Motorcycle that is part supersport performer and part long-distance tourer that is inspired by the class-leading Gold Wing and CBR models. • Seamlessly pairs comfort, sleek, wind-cheating bodywork, huge, detachable saddlebags and electronically adjustable windscreen • The ST1300 is available in an eye-catching Candy Dark Red/Metallic Silver 		

09	GOLD WING®	
BASE MSRP \$22,099		IT'S A HONDA
<ul style="list-style-type: none"> • World-class 1832cc Superstar available with four different performance options including Audio Comfort, Audio Comfort Navi XM, Audio Comfort Navi XM ABS and Airbag, the first of its kind on a production motorcycle. • All four options now include Honda's Tire Pressure Monitoring System (TPMS) • Available in Candy Black Cherry, Pearl Yellow, Metallic Silver, Deep Blue Metallic and Metallic Titanium 		

Payments figured at 6.99% Fixed APR for 60 months.

Payments figured at 6.99% Fixed APR for 72 months.

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 		
<ul style="list-style-type: none"> 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 		
<ul style="list-style-type: none"> Ultra Blue Metallic Dark Red Metallic Metallic Silver Matte Silver Metallic with pinstriped wheels Black 		

UP TO \$2,000 DOUBLE BONUS BUCKS^{††}
 ON 2007 VTX1800 MODELS

EHLERDING MOTORSPORTS

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IN OUR 44 YEARS OF SELLING & SERVICING BIKES, WE CAN'T REMEMBER EVER BEING ABLE TO OFFER DEALS LIKE THESE! HERE ARE A FEW EXAMPLES OF WHAT AWAITS YOU WHEN YOU VISIT OUR SHOWROOM. VISIT SOON!

	'07 VTX1800T Spec 2	MSRP	\$16,449
	Two Tone!	Save	- \$ 2,800
		Now Only	\$13,649***
		Less Double Bonus Bucks††	- \$ 2,000
		Your Cost Out of Pocket	\$11,649
		Amazing Total Savings	\$4,800

EVEN LESS WITH YOUR TRADE-IN!

	'08 TRX™ 700XX	MSRP	\$ 7,899
		Save	- \$ 710
		Now Only	\$ 7,289***
		Less Double Bonus Bucks††	- \$ 1,000
		Your Cost Out of Pocket	\$ 6,289
		Amazing Total Savings	\$1,710

EVEN LESS WITH YOUR TRADE-IN!

	'08 CBR1000RR	Base MSRP	\$11,599
		Save	- \$ 1,400
		Now Only	\$10,199***
		Less Double Bonus Bucks††	- \$ 500
		Your Cost Out of Pocket	\$ 9,699
		Amazing Total Savings	\$1,900

EVEN LESS WITH YOUR TRADE-IN!

	'07 Rancher™ 420 ES	MSRP	\$ 4,699
		Save	- \$ 600
		Now Only	\$ 4,099***
		Less Double Bonus Bucks††	- \$ 400
		Your Cost Out of Pocket	\$ 3,699
		Amazing Total Savings	\$1,000

EVEN LESS WITH YOUR TRADE-IN!

PRE-OWNED (USED BIKE) SIZZLERS!



'06 Metropolitan 50 Scooter
CHF50



SUMMER SIZZLE SALE PRICE \$965

'06 Sportrax™ 250EX
TRX250EX



SUMMER SIZZLE SALE PRICE \$2,585

'03 Valkyrie™
GL1500CD
WAS \$9,678



SUMMER SIZZLE SALE PRICE \$8,264

'06 Rancher 4x4 Automatic
TRX400FA



SUMMER SIZZLE SALE PRICE \$3,895

'06 Foreman® 4x4 Electric Shift
TRX500FE



SUMMER SIZZLE SALE PRICE \$4,045

'07 Shadow Spirit 750
VT750DCB



SUMMER SIZZLE SALE PRICE \$5,595

Year/Model	Summer Sizzle Sale Price
'83 CB650SC Nighthawk® 650	\$1,865
'03 XR™ 100R Dirt Bike	\$1,274
'05 VT600CD Shadow® VLX	\$4,035
'06 Sportrax 300EX	\$2,999

Low monthly payments available to qualified buyers. Visit our showroom for details. For complete list of available models, go to www.ehlerdingmotorsports.com

FREE \$50 VALUE EHLERDING MOTORSPORTS GIFT CARD WHEN YOU BRING A NEW CUSTOMER TO US!™

We appreciate your "Vote-of-Confidence" in us. Bring in a friend, neighbor or relative who just might be looking to become a Honda owner and when they buy a Honda from us, this Gift Card will be yours to redeem for Honda stuff for you and your bike. It's our way of rewarding you for your "Vote-of-Confidence" in us!



***New customer may not be a current Ehlerding Motorsports customer.

Name _____
Address _____
City State _____
Zip _____ Home Phone _____
Cell Phone _____
E-mail _____

WE NEED TRADE-INS!

THE "TRADER FROM DECATUR" (that's us) Desperately needs Trade-ins!

All makes - all models; yours may never be worth more.

Get way over Blue Book value plus...a \$200 Ehlerding Gift Card when you trade now!

The "Trader from Decatur" says, "Trade now for less than you could ever have expected". Hurry! Limited time offer though 7/18/09.

***All manufacturer discounts, rebates, incentives, Bonus Bucks† and Double Bonus Bucks†† have been applied to sale price. Excluding freight, set-up & dealer prep, sales tax and documentation, license & registration fees.

Honda 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

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**

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.

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.