



PRESS RELEASE

Electric golf car efficiency drives business at Burhill

(Brussels, Belgium – July 5, 2011) Golf courses in Europe could be missing out on valuable additional revenue by not optimising their golf car fleets, says the boss of a leading UK owner and operator.

Colin Mayes, Chief Executive of Burhill Golf and Leisure, which was last year ranked among The Sunday Times' top 100 private companies with the fastest growing profits*, says more golfers now want the option of a golf car – and that operators should be aiming to optimise fleet use by hiring each vehicle twice a day.

The group, which includes three golf clubs and seven pay-and-play centres, has taken delivery of 126 new Club Car Precedent vehicles to add to its existing fleet, plus 21 utility vehicles.

It says rental income from new golf cars has played an important role in increasing revenues across its 10 courses, with centres doubling sales by focusing on selling cars twice daily.

“It’s clear that more customers now require the option of a golf car and this has become an important focus for additional revenue for us,” said Colin Mayes.

“What’s important, though, is to provide a quality golf car that is totally reliable and has the latest battery technology, so it can be rented out twice a day on the same charge.

“We don’t book out our cars in advance, except for corporate and society golf days, but put them all out on show first thing in the morning and then focus on upselling them at the point of sale. That means we can sell all the cars first thing in the morning, then have them back at lunchtime to rent out again in the afternoon. And that has a significant positive impact on revenues.”

The introduction of Club Car’s electric, emission-free golf cars across the 10 courses – the group is also taking delivery of 21 utility vehicles including 10 marshal cars, 10 turf vehicles and an on-course café express – is part of Burhill’s broader environmental plan and commitment.

“Customers appreciate the quality and comfort of our Club Car vehicles, and by presenting them professionally and in a prominent position when they arrive, it encourages golfers to jump on board and get out onto the course,” added Colin Mayes.

Ends

* The Sunday Times PricewaterhouseCoopers Profit Track 100, April 2010

Pictured: Colin Mayes with one of the new Club Car Precedent cars that is hired out twice a day at Burhill Golf Club.

About Club Car

Club Car has been one of the most respected names in the golf industry for more than half a century. The company’s dependable and efficient Precedent golf cars and Carryall Turf utility vehicles are integral to the successful operations of thousands of courses around the world. The world’s largest manufacturer of electric vehicles is also recognized as an innovation leader. The Visage Mobile Golf Information System is the latest in a long line of technical advances that improve the golfer’s experience as well as help courses operate more efficiently. The Augusta, Georgia (USA) based company, a division of Ingersoll Rand, is equally respected for the support it provides the game’s leading associations and organizations, including: The European Tour, PGA of America, PGA, NGCOA, EGCOA, GCSAA, CMAA, The First Tee and the Executive Women’s Golf Association.

For more information, visit www.clubcar.com or www.ingersollrand.com.

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