



PRESS RELEASE

Club Car secures major European deal with 227-vehicle order for De Vere

(Brussels, Belgium – June 16, 2011) Club Car, the world's best selling golf car manufacturer, has completed a major European deal by supplying 227 new electric vehicles to De Vere, the UK-based hotel and resorts group.

The order is Club Car's largest to date this year and consists of 203 Precedent i2 golf cars plus a range of Turf utility vehicles and Café Express mobile refreshment centres.

It is indicative of a positive market outlook, says Club Car, plus a modest but steady shift in European consumer attitudes towards using golf cars.

De Vere boasts 11 golf properties and 16 courses, including Slaley Hall, which hosted the recent De Vere Club PGA Seniors Championship, the European Senior Tour's flagship event.

Daniel Hodson, Director of Golf at De Vere, said: "This is a significant investment for De Vere which, based on experience, we know will deliver a return on investment.

"We have been working closely with Club Car for 11 years and in that time our fleet has proved reliable and profitable, while our customers have shown a growing desire to ride – more golfers than ever now hire a golf car for their round.

"The latest vehicles from Club Car offer superior flexibility, reliability and robustness, as well as that luxurious new-car feel and 'wow' factor which our customers find so compelling on arrival at one of venues."

The Precedent i2 cars supplied to De Vere were in action throughout the week at Slaley Hall, including the star-studded Cricketers versus Footballers celebrity match featuring two teams captained by Tottenham Hotspur manager Harry Redknapp and Ashes hero Andrew 'Freddie' Flintoff.

The i2 boasts an array of cutting-edge features including an Excel™ Electric Drive System – Club Car's most advanced electric platform offering enhanced speed and braking control – along with a 6x8V battery enabling a minimum of two rounds per charge.

Kevin Hart, National Accounts Manager for Club Car in Europe, the Middle East and Africa, said: "De Vere is a great example of a golf venue operator in tune with its customers' wants and needs, successfully adding to the business' bottom line via golf car rentals.

"This new deal, which builds on a long, successful relationship between our two brands, reflects a measured positive outlook in the market and a quiet confidence among golf course owners to make investments."

Kevin Hart added: "There is also some indication, from the level of orders we are receiving, that there is a steady increase in demand in mature European golf markets for golf cars. There is no doubt that there is a growing minority of golfers who now want to ride."

Golfers can now hire Precedent i2 golf cars at the following De Vere venues: Slaley Hall (the largest individual fleet at 47 vehicles), Belton Woods, The Carrick, Dunston Hall, Heron's Reach, Mottram Hall, Oulton Hall, Staverton Park, Wokefield Park and Wychwood Park.

For more information on Club Car, visit: www.clubcar.com

For more information on golf packages at De Vere visit www.devere.co.uk/golf

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Picture: Daniel Hodson (left) of De Vere with Club Car's Kevin Hart at the De Vere Club PGA Seniors Championship at Slaley Hall.

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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