



PRESS RELEASE

Club Car adds an extra touch of class to Golf at Goodwood's iconic 'Woody' fleet

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Golf at Goodwood has supplemented its idiosyncratic fleet of 'Woody' buggies designed by Lord March's grandfather, the 9th Duke of Richmond, with 30 new custom-made Club Car vehicles – reinforcing its reputation as a unique and distinctive sporting venue.

"Golf at Goodwood has always been about redefining the way the game is played and about offering a unique experience," commented Stuart Gillett, General Manager for Golf at Goodwood.

"Over the past few years we have invested heavily into the 12,000-acre estate to maintain our place – and especially that of our historic James Braid-designed Downs Course, ranked by *Golf World Magazine* as one of England's Top 100 Golf Courses – in the top 5% of courses in the country.

"Our investment in Club Car was therefore a straightforward decision to position the company and brand as standing for absolute excellence, high quality and reliability – valuable attributes we aim to provide to our customers and which we seek out in all our partners," continued Stuart Gillett.

"Knowing that you are working with the world's best selling golf car manufacturer fills you with confidence and coupled with Club Car's outstanding customer service and first-class aftercare, we know we are going to be well looked after."

"However our investment in Club Car was not just about its fleet," added Stuart Gillett. "Golf at Goodwood values partnerships and realises the importance of building relationships.

"We have worked with Bradshaw Electric Vehicles, one of the UK's ten official distributors of Club Car vehicles, for over six years now and we are positive that we can build on this tripartite alliance to develop a new generation of 'Woody' buggies based on the Club Car Precedent frame to continue the legacy set by Charles March and his grandfather, the ninth Duke of Richmond, and his Brakenvan design."

The specifications of Golf at Goodwood's fleet of top of the range Club Car Precedent i2L cars, each of which includes customised pelican seats, alloy wheels and bespoke club branding, have all been carefully selected to complement the 'Woody' buggies' chintzy 1930s-style seat covers, convertible roof, spat-covered wheels and specially fitted wicker baskets that can double up as an ice-box to keep the champagne nicely chilled.

"Goodwood has long been at the forefront of international sport for generations through its racecourse and motor racing circuit, and now it is fast gaining a comparable reputation for its Championship and Public golf courses – thanks to the courses themselves, but also to the partners we have aligned ourselves with to help us deliver Golf at Goodwood's signature unique golfing," concluded Stuart Gillett.

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

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Picture caption: Golf at Goodwood's new custom-made, top of the range Club Car fleet

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, please visit www.clubcar.com or www.ingersollrand.com or email info_esa@clubcar.com

About Golf at Goodwood

Goodwood is a privately owned 12,000 acre estate set in the heart of West Sussex. It has been the home to the Duke of Richmond and family for over 300 years. There are two outstanding 18 hole courses at Goodwood - the historic James Braid designed Downs Course which is available to members, their guests and corporate guests and the Park Course designed by Donald Steel which operates as a "visitor golf" venue open to all golfers paying a green fee. The clubhouse known as "The Kennels" is a stunning 18th century Grade I* listed building with lavish locker rooms with a full attendant service, a drawing room, bar and dining room offering fine dining. Woody buggies and Ralph Lauren's first ever flagship golf store in Europe complete the comprehensive golf facilities at Goodwood. The Goodwood Hotel located within the estate has 91 guestrooms and features the 18th century former inn called the Richmond Arms offering rustic country cuisine in the vaulted restaurant. Elsewhere, Goodwood also has its own Health Club and contemporary Bar & Grill. Goodwood is located 10 minutes from Chichester and just one hour from London.

For more information, please visit www.goodwood.co.uk/golf-at-goodwood

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