



PRESS RELEASE

Club Car Visage GPS system creates ‘virtual buggy paths’ at The Belfry

(Brussels, Belgium – June 22, 2011) One of the UK’s busiest golf resorts, The Belfry, is using the latest GPS technology to remotely control its golf car fleet, optimise course maintenance, pace of play and drive additional revenues.

The former Ryder Cup venue and Home of the PGA in the UK, has boosted its golf-car fleet with 80 of the latest electric Club Car Precedent i2 and i2L vehicles, all fitted with the groundbreaking Visage GPS mobile golf information system.

Director of Golf at The Belfry, Gary Silcock, explained that just one person can now remotely control where golf cars drive on the course with a simple map-based computer application.

“Visage is invaluable in allowing us to programme a golf car’s movement on the course,” he said.

“The system has enabled us to create virtual buggy paths. So, when it’s wet, we map out a buggy route on the computer along which the cars can travel but cannot deviate because of the automated GPS control.

“What’s important about this is that it will increase the number of days the golf cars are operating in the wet without adversely affecting course condition. In October 2010 alone, the golf cars were off the course for 10 days because of bad weather, but with Visage we might only lose two or three days, increasing our revenues.”

Visage technology now also enables the Belfry to send golfers messages about pace of play, control car speed, check the battery and disable the car when parked to prevent misuse.

Phil Lewin of GPSI, which makes the Visage system, said: “The purpose of Visage is to benefit both the player and the golf course operator.

“The course operator can control where the car goes, limiting it to designated areas and preventing the car from going into any hazards, water, car parks, or out of the course.

“Visage is the only system that can control the engine of the cart in this way. It can slow it right down, stop it altogether and send messages to the golfer explaining why this is being done. Visage protects the golf course and protects the venue’s assets being stolen or used inappropriately.”

The system the Belfry is using comes with a wealth of consumer benefits designed to enhance the customer experience and generate increased rental income.

A user-friendly 10-inch touch-screen features precise shot and distance information, flyover video graphics of each hole, complete with audio tips from the Belfry’s PGA Professionals, a food and beverage ordering facility, plus a live scoreboard for society and corporate competitions.

“The ability to order food and drink, or monitor live scoring during a corporate golf day, are great innovations within Visage,” added Gary Silcock. “We are already seeing the results of being able to upsell these benefits – it’s what customers want.”

For more information about Club Car, visit www.clubcar.com.

– ENDS –

Pictured: Gary Silcock (left) of The Belfry and GPSI's Phil Lewin demonstrate the groundbreaking Visage GPS mobile golf information system, fitted to the Belfry's new fleet of 80 Club Car vehicles.

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.

Contacts:

Kevin Hart, Club Car

Tel: +44 (0)7769 742612

Email: kevin_hart@clubcar.com

Gary Firkins, Landmark Media International Ltd

Tel: +44 (0)1780 752790

Email: gary@landmark-media.com