

May 2008

POWERSPORTS MANAGEMENT™

Solutions to Maximize Your Powersports Dealership

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Kawasaki
2008 Teryx™ 750 4x4

Adly Moto

*Introducing the
Crossover 200 ATV*

Club Car

*XRT Series Signals
Opportunity for Dealers*

MIC Systems

*Why F&I is a Must
for All Dealers*

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XRT SERIES SIGNALS OPPORTUNITY FOR DEALERS

With Sales Growing Faster than Overall Market Popularity, Powersports Dealers Have A Lot to Gain

Club Car's XRT Series business is growing at a rate faster than that of the overall UTV market. The company's consumer utility vehicle sales have more than tripled in the last

two years, creating an extreme opportunity for UTV and powersports dealers. "Our dealer margins on vehicles are between 18-20%, with no hold back or reserves. Accessory margins are typically in the 40% range," said Mike Cotter, Club Car Channel Development

Director. Put that together with the ever-increasing portfolio of XRT models, and a recipe for success is in sight. In response to growing demand for vehicles with a wider variety of extreme uses, Club Car has added three new models to the XRT Series in the last 12



months. That makes the XRT utility vehicle portfolio the broadest in the industry, consisting of more than nine unique models with endless combinations of options and features.

"For most powersports dealers, we are a good complementary line to what they already carry," said Cotter. "We aren't solely obsessed with the buyer who is just about recreation – going 50 mph with their hair on fire. Instead, our dealers find that for those buyers who come in the door looking for a best in class quality machine to do serious work with some fun on the side, we are their ideal choice."

In addition to offering customers exceptional products, Club Car makes dealers' jobs simpler. "We are easy to do business with," said Cotter. "We build to order, not to stock. This means we don't hold twice a year order meetings where we try to cram product down our dealers' throats. Our vehicles are typically delivered on a roll-on-roll-off configuration. This means no labor intensive set up process or packaging waste for the dealer to handle."

Cotter also described a dealer support system any dealership would find attractive. An extensive dealer support network includes benefits such as: co-op advertising, a Yellow Pages/Internet Yellow Pages program, a promotions support

program, and no cost usage to the Mobile Merchandising Experience – a traveling show on wheels.

A Rich History in Utility Vehicle Innovation

Club Car, Inc. is a market leader in electric and compact vehicle technolo-

gies, providing solutions to the fleet, turf, hospitality, agricultural, recreational, commercial and industrial markets. Based in Augusta, Georgia, Club Car employs more than 1,400 people worldwide with a presence in 143 countries.

Club Car's rich history dates back to 1958 when the company was first founded in Houston, Texas. Club Car made its mark on the compact vehicle industry with a premier line of quiet, efficient gas and electric golf vehicles with ergonomic designs for comfortable, easy play. The company then expanded into turf utility vehicles to address the needs of course superintendents and managers, offering a full line of quiet, efficient gas and electric vehicles that would allow groundskeepers to maintain the course without interrupting play.

In 1995, after forty years as an established leader in the golf vehicle industry, Club Car was acquired by Ingersoll-Rand, a diversified, multinational manufacturer of industrial and commercial equipment and components.

Innovative Technologies Enter the Consumer Utility Vehicle Market

After years of success in the commercial utility market, Club Car braved a new market- introducing the 4x2 Pioneer utility vehicle to

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consumers in 1999. The company found the launch successful and continued the momentum, officially entering the 4-wheel drive market when the company unveiled the XRT1500 utility vehicle in 2004.

The XRT1500 set a new benchmark in 4-wheel drive performance with Club Car's exclusive IntelliTrak™ system, the industry's first/only fully-automatic, true on-demand traction system. The XRT1500 was also the industry's first look at a vehicle with a rustproof, box-tube aluminum frame. With strength three times that of comparable steel frames, it was also rustproof and corrosion-resistant.

As the market continued to grow, so did Club Car's UTV lineup. In 2006, Club Car redesigned the vehicle and launched the XRT1550 series 4x4 utility vehicles. Combining comfort, safety and style with power and agility, Club Car gave outdoor enthusiasts a rugged 4x4 option that was exciting to look at and drive—and expanded the lineup by offering a 4-seat version. The automotive-inspired ve-

hicles feature a stylized grill, rounded hood and heavy-duty side panels with a smaller footprint, making them the easiest in the industry to service and maintain.



In addition to the restyle, Club Car took technology one step further, transforming the XRT1550 into a workhorse capable of many functions. Offering the ultimate in versatility and convenience, Club Car unveiled the XRT1550 with IntelliTach™, a 4x4 utility vehicle featuring a fully-automatic hydraulic-powered attachment system—another breakthrough

in the UTV market. The new system re-defined multitasking by enabling the XRT1550 to easily tackle the work once performed by multiple vehicles in virtually any setting.

Offering 2-seats, 4-seats, buckets or benches, mud tires or all-terrain, gas or diesel, Club Car truly offers a vehicle to fit every outdoor enthusiast's application.

For 50 years, Club Car has consistently been first to market with major technologies and improvements. Club Car has a history of establishing successful partnerships and relationships. Industry surveys have long recognized that Club Car produces the most reliable, best performing vehicles on the market, backing them with superior service and support. Club Car's current dealer network has around 300 dealers in the US and Canada. The XRT group plans to increase the network and is proactively recruiting, reviewing and meeting with candidates on an on-going basis.

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