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PRECEDENT i3

ALWAYS DRIVEN



Precedent i3

Golf's first car with connectivity standard in every vehicle.





Why i3?

It's about profiting in a Connected™ future. Club Car® leads the way with a customizable solutions platform engineered into every Precedent i3. This cloud-based system streams information 24/7 about your fleet – from location, condition and diagnostics – all the way to the full suite of Connected features found in our Visage™ Mobile Golf Information System. Choose features to fit your revenue goals. The more you add, the more information you'll have to make smart decisions that can shave costs, boost your top line and grow your business.

Cash saved is Cash made.

Want to see top-line revenue become bottom-line profits? Plug the holes that drain cash from your operation. Theft, vandalism, turf damage, golfer accidents, mid-round breakdowns ... every negative event carries a cost. See how Precedent i3 can help control that "leakage." The net effect? Greater success.



More uptime, more income.

Precedent i3's superior reliability means your whole fleet is pulling its weight, not piling up maintenance costs. Advanced diagnostics, like immediate access to battery levels, help you catch problems before they become breakdowns out on the course that cost you time, money and customer goodwill.

Safety saves money.

Action zones allow you to govern the speed of every car and stop golfers before they proceed through unwanted areas. Should there be a medical emergency, messaging and the GPS locator ensure help gets there fast.



Guard your assets.

Connected™ Tracking monitors the location of every car in your fleet to help prevent losing one to theft, vandalism or risky behavior. Connected Car Control allows you to set geofencing barriers anywhere cars shouldn't go – greens, bunkers, tees, etc. – and lets technology police and protect your most valuable assets.

PUT THE BRAKES ON WASTE



- Track every car, know when rounds are done and end unpaid "phantom" rounds.
- Diagnostics assess each car; save man hours servicing only those that need it.
- Monitor miles, balance your fleet rotation and maximize longevity.

Faster play, happier golfers, more rounds and revenue.

Slow play is golfers' No. 1 complaint, which makes it your No. 1 concern. Precedent i3's Connected™ technology will improve pace of play at your course, create more available rounds and give your customers another reason to prefer your course over the competition.



Pace of Play THE CONNECTED SOLUTION



Catch slow play before it bottlenecks.

Precedent i3 is like having a marshal with every group. Track the position and progress of every car on the course. Nudge slower groups with a message and, if necessary, instruct them to let groups play through.

Every group playing "ready" golf.

With available amenities like yardages and hole flyovers, golfers arrive at their shots with the information they need to swing away. No more searching for sprinkler heads, testing the wind, debating distances, etc.



Room for more revenue.

Shaving just 10% off the average 4.5-hour round saves nearly a half-hour per group. That efficiency adds up fast in the form of available tee times. What would just two more tee times a day do to your annual revenue? Precedent i3 can help you capture it.

Fact: Golfers choose courses based on pace of play. Address slow play, separate yourself from the competition and become the course of choice.

Remote monitoring from the pro shop PC or a mobile device lets you use marshals/rangers elsewhere, maximizing staff efficiency.

Remote diagnostics mean you'll never send out a car that might have issues mid-round, stranding a group and slowing down play.

Deliver a great experience, and **differentiate** your course.

Discounts may attract golfers, but studies show only 16% who receive a discount will return and pay rack rate. If you want to create loyalists, give your golfers a terrific experience. It's easy with Precedent i3's Connected™ technology.



ON-COURSE SALES AND MARKETING **Cash In**



Every golfer gets the “pro” treatment.

Available features like yardages, driving distances, full-color hole flyers and real-time tournament leader boards can make every round – and every golfer – feel special.



The care and feeding of your captive audience.

Through Precedent i3's high-definition touch screen, Connected technology maintains constant contact with your golfers throughout their rounds. That means attentive service for them and unprecedented revenue opportunities for you:

- Respond instantly to any request, no matter where the golfer is on your course
- Generate plus business through increased food, beverage and pro shop sales
- Market ancillary products like lessons and real estate
- Prompt every group at the end of their round to book their next one
- Automate a post-round “thank you” message and include a special offer for lunch or dinner

Your customer spends 4+ hours with you. Precedent i3 helps you make the most of the revenue opportunity.

- Old way: Aimlessly roam in a beverage cart.
New way: Take orders and deliver; it's faster, saves fuel and makes golfers feel special.
- Pitch your sales messages — pro shop overstocks, dinner specials, etc. — directly to your customer during his round and spend that ad budget elsewhere.
- Sell that next tee time as golfers finish up on 18 when they're never more ready to book.
- Connected technology lets golfers share scorecards and messages with their pals via email; capture those emails to keep the dialogue (and the marketing) going.

How much connectivity?

Add what you value.



Your Precedent i3 fleet arrives with standard Connected™ features built in, plus the capability to do much, much more. Customize your fleet from suites of features designed to further protect assets, differentiate your course and grow your business. And enjoy the freedom of controlling everything from your PC or Web-enabled device.



Standard Connected Features

- Battery status indicator and vehicle “on-charge” display
- Service notifications – battery level and electrical drive system faults
- Odometer (miles and amp hours)
- Serial number and model year display
- Overview display of each hole with static yardages, handicap and par information
- Broadcast one-way messaging such as weather alerts
- Sponsorship and advertising display slots
- Electronic information holder with players’ names and messaging
- Specified number of GPS-enabled pre-set zone messages
- Electronic scorecard: Request email or mobile number prior to scoring (1st green) and again at end-of-round
- Customer email address capture and reporting

In addition to the standard connected features included with your fleet of Precedent i3s you may also select your choice of Connected Car Control or Connected Car Tracking free. Additional packages require a monthly subscription.

Connected Car Control

Includes a number of features that let you manage speed, behavior and access of an entire fleet, a group or a single car, including:

- Fleet lockdown (scheduled lock/unlock)
- Set vehicle top speed (fleet, group and individual vehicle)
- Action zone speed control
- Geofence
- Anti-tamper
- Car path only

Connected Car Tracking

Includes a number of features that monitor cars, including:

- Real-time position of vehicles and equipment
- Find car – current or last known location (worldwide)
- Vehicle drive history
- Pace-of-play tracking
- Real-time messaging to and from clubhouse

Golfer Experience

Game enhancement that attracts golfers and keeps them coming back, including:

- Dynamic distances to pins and points of interest
- Touch screen for distance
- Tee shot distance
- Order food and beverage

3D Flyovers

A golfer favorite and a must for resort and destination courses whose golfers often don't know the course.

- Audio hole descriptions
- Full-motion 3D flyover graphics
- Pro's tips

Tournaments Software

Be the preferred course for every corporate and competitive event.

- Tournament management software
- Live leader board
- Tournament advertising
- Tournament pairings