

**Contact:**

Tim Walls, Club Car

(800) 227-0739 (Ext. 7190), [tim\\_walls@clubcar.com](mailto:tim_walls@clubcar.com)

Bill Bryant, Bryant Marketing Communications

(678) 366-3232, [bbryant@bryantmarcomm.com](mailto:bbryant@bryantmarcomm.com)

## VISAGE FAQs

**What is Visage?**

Golf's first mobile information system.

**What does it do?**

Visage creates the new face of customer experience by leveraging advanced technology to deliver a robust set of services to the golfer via a 10.2-inch monitor mounted in the golf car and making available powerful tools to the course owner/operator via a computer and Internet connection.

**How does it work?**

Visage utilizes cellular, wireless and Global Positioning System technologies.

**Who created it?**

Visage is a joint development of Club Car and GPS Industries LLC, a Sarasota, Fla.-based technology firm that focuses on the golf, resort and real estate markets.

**How does it help golfers?**

Golfers will enjoy their rounds more with Visage features that include:

- 3-D flyovers of each hole
- Tee shot and distance-to-the-pin measurement
- Scorecard monitoring of other groups during a competitive event
- Hole descriptions that eliminate blind shots
- Weather alerts
- Ability to book next tee time

**How does it help course owners and operators?**

Visage helps course managers increase revenues, lower operating expenses, manage their assets and improve the customer experience by:

- Eliminating stakes and ropes
- Reducing turf wear
- Increasing food and beverage revenues
- Reducing threat of vandalism
- Improving pace of play
- Limiting golf car access in sensitive areas and enforcing cart-path only rule

- Slowing cars or limiting access to cars in designated areas
- Promoting higher margin purchases, course and club activities, lessons and pro shop specials
- Providing emergency alerts
- Increasing tournament revenues
- Viewing golf car use history and component diagnostics
- Improving fleet rotation

**What are some of the cool features?**

- Intuitive, touch-screen technology
- Automatic adjustment for changes in natural light and 1000 nit brightness
- Two-way cellular communications between vehicle and golf shop and beverage vehicles
- Real-time positioning (pinpoints location of every golf car and group at any particular time)

**How much does it cost?**

The system is priced based on fleet size and the number of services enabled. On a per vehicle basis, and based on the same variables, the cost ranges from \$40 to \$62 per month.

**How does the cost compare to previously available car-based GPS golf systems?**

Prior systems were acquired as a capital expenditure. As a result, the annual cash outlay was usually in excess of \$70,000, including loan payments and service contracts. Visage is provided via a one-year rental commitment that includes service.

**Which Club Car models does Visage work on?**

Visage is available on Club Car's Precedent and DS electric- and gas-powered golf cars.

**Is Visage available on golf cars not manufactured by Club Car?**

Visage can be installed on any brand of golf car.