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## **Club Car's Visage Off to Strong Start; More Than 100 Courses Add System in 2010**

AUGUSTA, GA (Jan. 26, 2011) – Visage, Club Car's new mobile information system, got off to a strong start in 2010 with 123 courses adding the system to more than 9,000 golf cars in less than nine months.

"We're very pleased with the response from golf courses in a tough economy," said Mike Read, Club Car's director of sales for New Technologies. "The results confirm that courses are willing to invest in solutions that have a direct impact on their business and operations."

Visage represents the golf car industry's most extensive marriage of vehicle and technology to help course managers increase revenues, lower expenses, manage assets and enhance their customers' on-course experience.

The PGA Golf Club in Port St. Lucie, Fla., TPC San Antonio, Bonita Bay West in Bonita Springs, Fla.; Duke University golf Course, Reunion Golf Club in Orlando and Bear Mountain Resort in Victoria, British Columbia, were among the courses purchasing the system in 2010. The majority of Visage sales were to U.S. courses, but 31 facilities outside the U.S. also purchased the system that uses a combination of cellular, wireless and GPS technologies to create what Club Car calls the "new face of customer experience."

The first-year results also debunked a theory held by many during the first decade of GPS use on golf courses. While resorts and high-end daily fee courses are still the most likely candidates for GPS-based systems, installations at private clubs are gaining momentum.

“As private clubs are challenged to demonstrate value to their members, Visage is considered a member service and a high-end amenity that adds to member satisfaction and differentiates the club from its competition,” Read said.

Club Car’s goal in 2011 is to more than double first-year sales, according to Read. A number of enhancements have been made to the system, including a vehicle locator feature, a scorecard e-mail service, real-time pin location updates and more control over food-and-beverage orders placed from the golf car.

#### **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 in the U.S. and 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, Ga.-based company, a division of Ingersoll Rand, is equally respected for the support it provides the game’s leading associations and organizations, including the PGA of America, the NGCOA, EGCOA, GCSAA, CMAA, The First Tee and the Executive Women’s Golf Association. For more information, go to [clubcar.com](http://clubcar.com) and [ingersollrand.com](http://ingersollrand.com).