Hyundai delays plans

BY MARK LESLIE

Hyundai Precision & Ind. Co., Ltd. has delayed its intended move into the United States golf car market, according to a company official.

Jin Sung Kim, senior manager in the Chicago, Ill., office of Hyundai, said, "We can't explain our situation right now ... (but) we've delayed our process." A Hyundai official had reported that the company would be selling the car in the United States by the second quarter of the year.

Hyundai finished its prototype in February, and Kim said the manufacturing plant in Korea is now making the car and selling it in that country. He said there are 60 golf courses in Korea and 40 more are being developed, and Hyundai will concentrate on selling in that market until it is ready to distribute in the United States.

Kim disputed a statement by an official from Hyundai Corp. U.S.A. in January that the car would be a three-wheel, gas-powered vehicle.

Kim said Hyundai is making four-wheel cars in both gas and electric-powered models.

L.T. Walden of E-Z-GO said if Hyundai "comes in with a product that's good and if the price is way under (the competition's) they could be tough to contend with. Everybody (in the industry) would fear something like that." Walden added, "They have distributors and that network is going to be the key. Who do they go after: Columbia ParCar's distributors, Yamaha's distributors, E-Z-GO's? That's the key."

Gary Jones, head of Yamaha Motor Corp. U.S.A.'s golf car division, reiterated the necessity of a dealer distributorship network. "It's going to be very tough for them," he said, "and unless you have something different, a unique product, it's tough." Yamaha got its foot into the U.S. market 10 years ago when it signed up a number of reportedly disgruntled Harley-Davidson golf car distributors. Harleys were the top gas-powered golf cars at the time but had introduced a couple of cars that had fallen flat in the marketplace.

Architects' RFPs developed

The American Society of Golf Course Architects has developed a request for proposal form to simplify the bidding process for new golf course projects.

The condensed, 12-page RFP lists project specifics for the golf course architect. The AGCA's 1988-89 president, Pete Dye, said the RFP's brevity "simplifies the bidding procedure and encourages more course designers to respond to proposals."

The proposal is divided into six categories, including general notice, project description, scope of the architect's services, the owner's responsibilities, information on the architect's firm and experience, and the owner's selection process for a designer.

It also lists additional responsibilities the architect will be expected to bear, such as a feasibility study, site survey and preparation of an alternate plan.

Copies of the RFP can be obtained from the AGCA, 221 N. La Salle St., Chicago, Ill. 60601.

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