Yamaha jumps into Tour sponsorship spotlight

BY HAL PHILLIPS

MYRTLE BEACH, S.C. — Some times it’s easy to spot a trend in the making. Witness the increasing number of golf industry firms which have secured national television exposure by sponsoring PGA and Senior tour events.

The latest is Yamaha Golf Cars, which has agreed to become the “sponsored by” sponsor of the Energizer Senior Tour Championship. Energizer batteries will retain its title sponsorship.

The move follows last month’s announcement that John Deere would assume title sponsorship of the PGA Tour’s Quad City Classic, heretofore known as the John Deere Classic. For the past three years, The Scotts Company has served in various sponsorship capacities with the Senior Tour’s Tradition tourney.

While similar, Yamaha’s decision sets it apart from Deere and Scots, both of which have allied consumer divisions that will certainly profit from national television exposure. On the surface, the Senior Tour Championship would appear to offer fewer synergies between Yamaha Golf Car Division and its parent company, Yamaha Motor Manufacturing Corp. of America.

The season-ending Senior Tour Championship, sponsored in part by Energizer batteries and Myrtle Beach Golf Holidays, features the top 31 Senior PGA Tour players and the top 16 MasterCard Champions (formerly the Super Seniors), many of whom use golf cars during competitive

Tractor makers push protection

In an unprecedented joint effort, North America’s five leading tractor companies are working together to encourage tractor owners to have their older machines equipped with rollover protective structures (ROPS) and seat belts, in an effort to help reduce deaths and injuries associated with rollovers and runovers.

As an incentive to owners, AGCO Corp., Case Corp., Deere & Company, Kubota Tractor Corp., and New Holland North America, Inc. are making it possible to purchase ROPS and seat belts at the companies’ cost.

This joint effort is aimed at reducing the two leading causes of death and injury to tractor operators. Statistic...

Lesco manufacturing moving to Ohio site

STREETSBORO, Ohio — Lesco, Inc. has announced it will relocate its equipment manufacturing operations from Sebring, Fla., to a new, 177,000-square-foot facility here. The plant will be operated by Commercial Turf Products, Ltd., the company’s new joint venture with MTD Products Inc.

The new plant, purchased from Aquatech, Inc., will be available for occupancy in late Spring 1997. Production is scheduled to begin in mid-summer and it is anticipated Commercial Turf Products will employ up to 225 people within the next two years.

Lesco has announced plans to close the Sebring manufacturing plant in October 1997.

The proximity of the Streetsboro site to several existing MTD facilities will enable the joint venture to minimize start-up expenses and to utilize manufacturing resources already in place. "We are excited about this development because it will enable us to begin manufacturing operations al..."