ParCar, Briggs & Stratton unveil revolutionary electric motor system

By ANDREW OVERBECK

REEDSBURG, Wis. — In a unique joint venture agreement with Briggs & Stratton, Columbia ParCar Corp. has unveiled its new, more efficient ACE Electromotive Power System in select golf car and utility vehicle models.

The new cars use Briggs & Stratton's new Etek electric motor system that utilizes neodymium permanent magnet technology allowing for a motor that is 50 percent smaller and 20 pounds lighter. As a result, the new ACE EPS 48v Electric Eagle golf car is 10 to 15 percent more efficient and 30 pounds lighter.

"By utilizing a permanent magnet motor, there is no need to use battery energy to generate a magnetic field," said Ward Utterback, ParCar's manager of sales and marketing support. "The power is used more efficiently, significantly reducing heat energy loss, thus providing more energy for motion."

According to Utterback, the new car's efficiencies will add up to cost savings. "You can get more rounds of golf per car, spend less time charging and save electricity," he said. "In addition you can control speed with the accelerator, leading to less brake wear."

A FIRST FOR BRIGGS & STRATTON

Sensing a market shift towards electric power sources, Briggs & Stratton, which makes 11 million gasoline engines a year, saw a need to diversify into making electric motors.

"If things keep going electric, like they have in golf cars, we need to get involved in electric motors," said John Fiorenza, director of business development for Briggs & Stratton.

Briggs & Stratton, which has been developing the permanent magnet system for the past five years and holds a patent on its new Albany, Ore. production facility, started with Utterback in 1980 and became vice president of manufacturing in 1988. During 2001, he will oversee the manufacturing and introduction of the company's new aerating fountain line that was released in March.

Davey Golf rolls out laser mapping technology

By ANDREW OVERBECK

DALLAS, Texas — Davey Golf has teamed up with Aerotec LLC to provide a high tech alternative to conventional aerial topographic maps. LiDAR mapping technology, which is used primarily for mapping cellular sites and power transmission lines, was developed by NASA and later used by the U.S. military during the Gulf War for missile guidance systems.

Aerotec is one of the commercial suppliers of the technology and is offering LiDAR mapping services exclusively through Davey Golf.

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The system, which is faster, more accurate and less expensive than conventional mapping technologies, was introduced to the golf course industry at Dallas National Golf Club, which is currently being developed by TSC Golf.

"The developers needed a topographic map of the site," said Jack Swayze of Davey Golf, a division of the Davey Tree Expert Co. "They had tried conventional survey methods, which were becoming time-consuming and expensive because of the site's size and vegetation.

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RAIN BIRD SENDS UP DONOGHUE, LIRON

AZUSA, Calif. — Rain Bird has promoted Mike Donoghue to the position of vice president, golf irrigation and support operations. In his new role, Donoghue will be responsible for the company's golf irrigation operations. He will also manage the electronic manufacturing facility in Tijuana, Mexico, and oversee distribution centers in Azusa and Calera, Ala. Most recently, Donoghue served as the director of the golf division. Mindy Liron will replace Donoghue as director of the golf division. In her new role, she will oversee all manufacturing, engineering, customer service and marketing. Liron was formerly director of support operations.

IntraSearch creates golf mapping arm

DENVER — IntraSearch Inc., an aerial mapping and digital imaging company, has formed a sports mapping division in response to its growing client base of golf courses and professional sports venues.

Littleton, Colo.-based GroundLinkx LLC and Bordentown, N.J.-based Mapping Events & Associates LLC join the new division as affiliate companies.

GroundLinkx is a developer of customized Geographic Information System (GIS) programs for golf course maintenance, and Mapping Events is a provider of site-planning services and GIS program training for event organizers.

"The sports mapping division allows us to consolidate the individual strengths and industry recognition of all three companies into a one-stop mapping and GIS source for golf courses and sports organizations," said Michael Platt, IntraSearch president.

The new division will package its high-resolution aerial mapping and 3D topographic imagery of sports and entertainment venues with GroundLinkx geographic information/site-analysis programs.

Royston-Clark to acquire ProSource One

MEMPHIS, Tenn. — Royster-Clark Group has signed a non-binding letter of intent with Agrilience LLC to acquire the assets of ProSource One and its parent company, Agro Distribution South. Terms of the transaction, which at press time was expected to close March 31, were not disclosed.

The businesses being acquired by Royster-Clark, a leading agricultural supplier of fertilizer, seed and crop protection products, have been operated by Agrilience since their purchase from Terra Industries in 1999. Together they employ approximately 1,100 people.

The combined company will also have a strong hold on the Florida market, according to Lee. "This will make Royster-Clark one of the largest suppliers of plant nutrients, seed and crop protection products in both the professional and specialty ag markets in Florida," he said.
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into the golf car market.
“We have a two-year exclusive arrangement with ParCar because they have put a lot of time and money into testing the product with us,” Fiorenza said. “This is the first time the motor has been used.”
According to Fiorenza, the motor could be used in turf maintenance equipment and the company is currently testing the system in other applications, such as power sand rakes.
“The motor and control system can be easily programmed and adapted to other machines,” he said. “We have a capacity to produce 30,000 engines a year, so we will be looking to grow into other markets.”
In the meantime, ParCar intends to exploit the market advantage that they have with the new ACE EPS system.
“We capitalized on an opportunity to bring another unique technological innovation to the market,” said Utterback. “This is an opportunity to support our customers and provide cost savings and performance enhancements that are not available elsewhere in the market today.”

DaimlerChrysler
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one,” Fitzpatrick said. “On one we’re doing, the guy doesn’t need the money. We talked him into taking a loan. It’s a 50-50 deal, a total of $10 million, and he’ll put in the other $5 million and personally guarantee it. It’s kind of a no-brainer.”
The sheer plethora of struggling new courses, along with falling prices, portend an active market in turnaround acquisitions, starting around September, Fitzpatrick predicts. “Six months from now we’ll be doing a lot more of them. Once prices fall a little bit more, you’re going to see the operators jumping into the market and picking these things up,” he said.

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