Club Car and E-Z-GO enter adaptive golf car market

By ANDREW OVERBECK

AUGUSTA, Ga. — Citing a need to make golf courses more accessible, both Club Car and E-Z-GO have unveiled plans to enter the adaptive golf car market. The market for such adaptive cars is potentially huge according the golf car manufacturers. Of the 50 million disabled people in the United States, four to seven million are potential golfers.

Versions of the companies’ adaptive cars were rolled out at both the PGA show in Orlando and GCSAA show in Dallas, much to the delight of fellow competitors in the niche business who feel the need for the vehicles.

“Four to five years, I have been saying that courses need to be purchasing these cars,” said Nick Pike, president of Mobility Solutions in Southington, Ohio. “With Club Car and E-Z-GO getting involved, people will take note of the needs of handicapped golfers.”

CLUB CAR

While the other companies in the market are primarily start-ups or spinoffs from larger mobility scooter concerns, both Club Car and E-Z-GO have formed strategic alliances to get an immediate foothold in the market.

Club Car’s 1-PASS vehicle will be manufactured by Englewood, Colorado-based SoloRider Industries, which has nearly eight years of experience in the field.

Ex-PGA president Addis launches Medallion Golf

By JAY FINEGAN

SAN DIEGO — Tom Addis III, president of the PGA of America in 1995 and ‘96, has teamed up with 14 other golf industry professionals to launch Medallion Golf, a full-service management firm. The new company, based here in San Diego, will train its marketing sights on California, Arizona, Nevada and Utah.

“My main goal is to have four to six facilities in our portfolio in the next two years, courses that we either own, lease or manage,” said Addis, Medallion’s president and operations chief. “We don’t want to spread ourselves too thin while we’re getting established. We plan to take a very hands-on approach to every project.”

Addis has decades of salient experience.

Developer bulldozing new Greg Norman course

By JAY FINEGAN

SCOTTSDALE, Ariz. — In one of the weirdest reversals ever seen in golf development, a brand new Greg Norman-designed layout here, Stonehaven Golf Course, will be bulldozed back to raw earth and rebuilt virtually from scratch under a plan by Tom Fazio.

Indeed, nearly everything about the property is changing - the owner, the developer, even the name. The new course is being called Mirabel Golf Club. Where Stonehaven was a daily-fee facility, Mirabel

Florida drought approaching crisis

By JOEL JOYNER

Tallahassee, Fla. — In its third year of drought, the moisture-starved state of Florida has learned that the worst is yet to come.

Expecting little rainfall before May, as hot and dry weather patterns sweep across the region, golf courses in central Florida will encounter more dry lake beds and harsher water restrictions.

“When the national drought people show a map of the continental United States, there’s a huge bulls-eye that covers Florida from northern Orlando to