

Hyundai

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a utility vehicle it hopes to introduce at the end of 1990.

Finding a distributor is a key to Hyundai's future in the United States.

"Our dealership is open to anybody," Um said. "We don't have any specific agreement with John Deere or anyone else." But he said no dealers have been ruled out either.

He did, however, nix the idea of using Hyundai auto dealerships to sell the golf car. The golf community and car dealers are too different," he said. "They're quite distinguishable. It wouldn't work."

A Hyundai official in New Jersey mistakenly reported in January that the car

would be introduced in the second quarter of this year. The company's Chicago officials in February moved that date to the third quarter of the year, but reported that the car already was being sold in Korea.

A senior manager in the Chicago office said Hyundai would concentrate on selling in Korea until it was ready to distribute in the United States.

Now Um says sales in Korea are going "pretty well."

"Actually in Korea the situation is quite different," he said. "They haven't had any golf cars; they've used personal caddies."

Hyundai's golf cars, then, came onto the marketplace at a good time, he said.

He said that for the car, which for the foreseeable future will be built in Seoul, Korea, is a source of pride for his company.

"We took the most advantage of things from other golf cars and put them into ours," he said. "We are very proud of our design interior and appearance, and we're proud of its comfort, its smooth ride."

He said the Hyundai car is quiet, has good "climability" and will be competitively priced.

"We'll start advertising it probably in October," he said.

Ron Rogginger, vice president of Backer, Spielvogel, Bates Inc. in Irvine, Calif., said his firm has a verbal commitment to handle advertising for Hyundai Precision.

Bentgrass sod

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France is using wood fiber. Others have tried peanut shells.

"Several guys are experimenting to grow it faster, and with containerized growing. Those are beyond the experimental stages but not in wholesale distribution."

Fender said only about 20% of the country's sod growers lay their product, and those that do "may not want to take on a golf course—it's so big."

"Eighty percent is sold to landscape contractors who install it, and most sod growers feel they would be competing with their best customers (if they laid it)," he said. "Some, however, are making installation an option in the bidding process."

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