

Manufacturers continually finding new markets for vehicles

By Kit Bradshaw

While most people in the golf industry consider utility vehicles to be designed for their needs — and in many cases they are — there are other uses for these handy vehicles.

Perhaps the most visible use for utility vehicles comes in the area of transporting people around large resort areas. Here, larger personnel transports, such as Club Car's Tourall Series, and its Trans-Sender and Trans-Porter are filling a need to move people and in some cases, their luggage from the check-in area to the hotel room or

condominium. The Tourall Series is also popular with real-estate types, who need a quick, easy way to get prospective clients to the homes and condos in a development.

Cushman's GT America, an upscale version of its GT-1 Series, is popular in gas or electric models at large estates and at stables.

E-Z-GO and Smithco point out that utility vehicles are an ideal way to move people and equipment at cemeteries and football stadiums. E-Z-GO's Ron Skenes added that colleges and industrial parks are using utility vehicles as well. Even farmers are using these handy vehicles on their multi-

acre properties.

Don Smith of Smithco noted that the Bandit model is specifically designed for rugged use because of its four-wheel-drive capabilities.

"We are selling them to areas where there is new construction, such as golf course sites, and to school systems that have schools under construction and need to move about the property," Smith said.

And don't forget about industry. Utility vehicles are handy in manufacturing and shipping plants and in large complexes where car travel would be too time-consuming.

LEASING AVAILABLE

Each of these markets, from golf courses to the industrial park, give new opportunities for manufacturers. And, although purchasing a utility vehicle is generally the norm, several companies provide leasing programs that are individualized to the needs of the customers. The manufacturers note that new golf courses might lease utility vehicles to help with their cash flow, while established courses might look at purchasing as a good investment in a piece of equipment that has a five to seven year history.

Where will the utility vehicles be found next? According to those in the industry, the next markets could come from anywhere.

"The market is growing within the golf industry," said E-Z-GO's Ron Skenes, "because new courses are still being built. In other segments, the possibilities are nearly limitless. When people discover how versatile these utility vehicles can be, it opens up new markets."

Club Car has new offers

AUGUSTA, Ga. — Club Car has introduced the new Trans-sender and Trans-porter, new golf car-type limos that carry up to eight people (or five with luggage).

In gasoline or electric models, the cars are touted as a more efficient people-mover for touring resorts or moving people around a plant, campus, theme park or auto dealership.

Melex 512 adds power

RALEIGH, N.C. — Melex has introduced the Melex 512, a golf car featuring a helical drive train with more torque and power to the wheels, and a new GE electric motor.

The vehicle also features the Curtis/PMC speed control system that allows the golf car to travel at controlled speed, as opposed to full throttle.

The two new features on the Melex 512 give a 16-percent increase in efficiency. The 512 is also lighter and roomier than the car it replaces.

Smithco adds trap rake

Smithco is introducing a new sand trap finishing system on its Super Rake and Easy Rider rakes. The new twin rake system delivers a smoother, firmer surface which permits the best trap play by golfers.

This exclusive-design raking system includes a new pre-rake component which creates a double raking action and three-phase conditioning.

Following the cultivator's deep penetration, the trowel plates firm and pre-rake the sand, preparing it more evenly for finishing by the following five section, floating, finishing rake.

All Smithco equipment is available through 80 dealers throughout the United States and Canada, as well as internationally.

For more information contact Smithco at 11 West Ave., Wayne, Pa. 19087; 215-688-4009.

Daihatsu variety-wise

LOS ALAMITOS, Calif. — The Hijet by Daihatsu offers numerous body and cab designs in its utility vehicle.

Four models — the Cut-a-Way, Jumbo cab, Tipper and Liftpick/tipper — have many optional equipment packages including a security patrol package, refuse box and utility body.

The models feature water-cooled, four-cycle gasoline engines with a four speed transmission, drum brakes, MacPherson struts on the front and rack & pinion steering.



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