

Golf car dealership purchase adds to Mid-Atlantic's reach

GAITHERSBURG, Md. — John Clough, president of Mid-Atlantic Equipment Co., an East Coast distributor of golf cars and utility vehicles, has announced that his firm has reached an agreement with Textron, Inc. to purchase the assets of its E-Z-GO dealership here. As a result, Mid-Atlantic Equipment will merge its Eastern Golf Car branch, currently located in Laurel, Md., with the new E-Z-GO acquisition to form Mid-Atlantic Equipment Co. here.

According to Clough, the newly-merged dealership will cover a territory that in-



John Clough

cludes Maryland, Southern Delaware, Virginia and parts of West Virginia. It will now offer golf course and industrial customers a full line E-Z-GO and Yamaha vehicles.

The new Mid-Atlantic Equipment location will be staffed by 20 employees, composed of 10 service specialists and 10 administrative and sales people. Rich Arnold, formerly with E-Z-GO, has been appointed general manager of the dealership, while Jim Cobb of Eastern Golf Car will oversee industrial and commercial sales. The distributorship is also maintain-

ing a Richmond, Va., satellite office, offering sales and service.

Clough projects \$28 million in total sales for his firm in 1995, of which \$15 million should be generated by the new Gaithersburg facility. "We believe this new initiative will help us expand and enhance our product and service offerings to customers up and down the East Coast," he said.

This latest acquisition follows close on the heels of its purchase of Stuart, Florida-based Flying Dutchman Inc. last year. Renamed Golf Cars of Florida, the dealership is providing personalized golf cars to a booming South Florida market.

Hong Kong show

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tre Nov. 9-10. Organized by Golf World Exhibitions — a Perth, Australia-based firm founded by former Golf Asia vice president Stephen Allen — the Hong Kong show is the first to challenge Singapore-based Golf Asia in size and scope.

While some turf maintenance firms have committed to exhibit (The Toro Co., Ransomes Cushman Ryan, Yamaha and John Deere), the Hong Kong show has a distinct development flavor. The show's six original sponsors are, with the exception of course construction giant Pacific Golf, all golf course architecture firms: JMP Golf Design Group, Nelson Wright Haworth, Palmer Course Design Co., Nicklaus Design, and Robert Trent Jones II International.

The exhibitor list also includes several Hong Kong-area clubs-in-development, all looking to sell memberships on the show floor. This is typical of the Asia-Pacific market, said Allen, where the sale of memberships drive a club's liquidity through and beyond the course opening.

While its competitor, Golf Asia, endeavors to serve the entire Asia-Pacific region, Allen also makes no apologies for the show's concentration on the southern Chinese market.

"I do consider it to be a regional event," said Allen, who reported that 74 percent of the hall's available booth space has been sold, and another 15 percent committed pending payment.

"Interest is high in Hong Kong and China and I believe this interest will increase, but certain issues have to be addressed, such as environmental concerns and the acquisition of land. A lot of these issues will be addressed at our conference."

The Hong Kong show is being held simultaneously, but not in conjunction with the Heineken World Cup, the event pitting two-man teams from more than 60 countries. This year's tournament marks the first World Cup ever held in China, at Nicklaus-design Mission Hills Country Club in nearby Shenzhen.

"We have no contractual arrangement with the organizers of the Heineken World Cup," said Allen. "However, we are liaising closely with them for the benefit of the golfing industry in general."

Allen has made a point of noting that Golf World Exhibitions (GWE) is committed exclusively to the organizing of golf shows only, of which the Hong Kong exhibition is the first. While the Hong Kong show is a regional event, look for GWE to target other developmental hot spots in Asia-Pacific.

For more information on the Hong Kong show, call GWE in Perth at 619-322-3222; or fax 619-321-6461.

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