

Yamaha

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gether."

The factory will have state-of-the-art technology and robotics, enabling Yamaha to enhance its current golf car products and pay more attention to building other vehicle lines.

"Yamaha is a leading manufacturer of ATVs," said Muetzel, "so we will be adding a product with ATV-like durability for use in golf course construction to our utility-vehicle line-up."

Muetzel said the new space will also be used to launch a refurbished golf cars and utility vehicle program.

"We know that the drive train and engine have a 10-year life, minimum. We will take cars that are 3 to 5 years old and re-body and re-mat the car, get the engine in shape and give it a warranty," he said, "and then sell it for 50 to 60 percent of what you would usually pay for them."

He believes this strategy will appeal to superintendents and golf courses because they can get good life out of cars that look brand new but cost half as much.

Muetzel expects the new entity and factory to have a huge impact on the growth of the company — not only in new products, but also in sales, profits and market share.

"Our competitors are taking profitability off their specialty cars and utility lines to enhance their entire company. Until now, we did not have that ancillary product base. Instead of living off the single entree of golf car profits, we will now have the capacity to do some things," he said.

While Muetzel projects that growth will be 8 to 10 percent per year, he admitted that the company has a more aggressive plan.

"We now have the ability to maintain dialogues with other turf companies about potential products that we may work on together," he said. "If we get into a joint venture with a company or go through the acquisitions market and buy a utility line and put our engines in them, growth could easily double or triple." ▽

Andersons, Scotts reach definitive agreement

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cess," he said. "What you are going to see is a continuation of what the customers have come to recognize from both companies. We also feel that we have a tremendous competitive advantage with the combined product lines that offer a comprehensive tee-to-green program.

"Consolidation will be good for the company, and for the distributor because it is an opportunity to get a single source and a complete line of products."

Andersons hopes to bring all the Scotts' sales staff on board once the acquisition is completed. In the meantime, Handel and his marketing team are examining the needs and

concerns of superintendents and distributors.

"We are going to survey customers and distributors and place a lot of emphasis on marketing in the next six months," he said. "We have to make sure that in 2001, when we come out with our programs, that they are going to meet the customers' needs." ▽

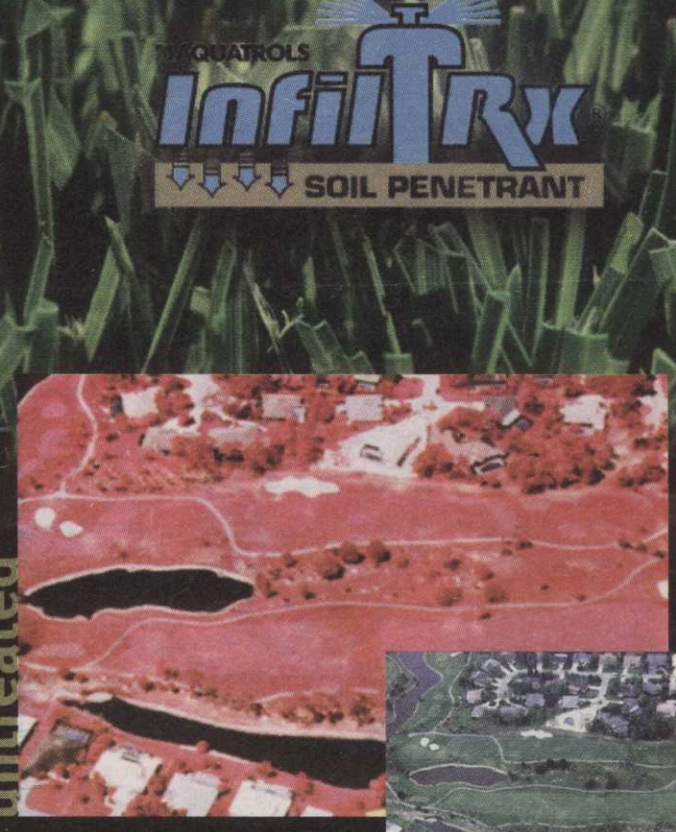
DATE SET FOR GERMAN SHOW

FRANKFURT, Germany — Messe Frankfurt Ausstellungen GmbH will hold Golf Course International, a trade show and conference on golf course planning, construction, maintenance and management, here Dec. 5-7 at the Frankfurt Fair Grounds exhibition center.

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West Course (10th and 15th hole shown in left photo) was treated with 1 quart of InfilTRx per acre on a monthly basis beginning February 1998, the East Course (4th and 5th hole shown in right photo) was left untreated.

Near infrared and aerial photography at Imperial Golf Club in Naples, Florida, captures the benefits of using InfilTRx Soil Penetrant on fairways.

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