

GRASS SEED

Yamaha

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dispatcher and customer-contact representative to respond to repair requests from golf courses efficiently.

According to Wayne Massey, who is the Yamaha technician for 24 courses in Oklahoma, courses are making good use of his services.

"In the first seven months of the service I have put 27,000 miles on the truck. I see some courses on a bi-monthly basis depending on the workload," he said.

One of the customers who is glad to see Massey is superintendent Ray Rodgers at Sand Springs Golf Course in Sand Springs, Okla. "I have no mechanic on staff," he said. "And I have a really hilly course which leads to worn out bushings and of course a couple of roll-overs each year. It is important to have this service around tournament time, and he keeps most of the high use parts on his truck which saves us time."

PREVENTIVE MAINTENANCE FOCUS

While Massey and other technicians do spend time on major repairs like roll-overs, they focus most heavily on preventive maintenance. "There are fewer down cars now that I have been servicing the cars regularly," said Massey. "It is more basic maintenance at this point."

Jim Cresswell, who has serviced eastern North Carolina for a year now, is noticing the same trend. "It is more routine because I am around every two weeks," he said.

Yamaha is also rolling the service truck concept out to its dealers and encouraging them to introduce a similar service. In addition, the company is about to launch a program that will teach dealers how to create a custom-made service contract. "The genuine Yamaha service calculator takes all of the documented maintenance recommendations and customizes it for each customer," said Grigsby. "For example, if the fleet is at a public course that uses cars heavily, you can prescribe maintenance based on those cir-

cumstances."

Concentrating efforts on preventive maintenance is also an important element of the company's golf car resale program, said Grigsby. "By ensuring that the cars are properly maintained, the cars don't go down as often. This not only makes the customer happy, but it also means that the cars are worth a lot more money when we take them off the course," he said. ■

Yamaha Golf Cars breaks ground on new factory

NEWNAN, Ga. — Yamaha Golf Cars broke ground Nov. 16 on its new factory here. The \$30- to \$35-million golf car and utility vehicle facility will be built right behind the current Yamaha factory. Production is scheduled to begin in June 2002.

According to marketing consultant Mike Muetzel, the planning process for the new factory required sales, management and engineering departments to come together to decide what

changes they wanted to make for 2003 models.

"We wanted to ensure quality in the golf car and at the same time take cost out," said Muetzel. "The engineering department put a dollar figure on every feature on the car."

In addition to making changes for the 2003 models, Yamaha is also looking at using new vendors and forming strategic and proprietary relationships to further improve the vehicles.



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Pennington

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agreements will allow the Lofts brand to continue to be a major force in the Northeast. "With the combined efforts of KRB and Pennington, the Rebel program will also continue to expand and be even more successful for both companies," he said. "We will now be able to better focus our attention on our customers needs." ■

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