

Promoting use of vehicles, preventative maintenance, safety, etc. to be stressed in Association's education program

## Golf Car Manufacturers Organize at Denver Meeting

Golf car manufacturers met in Denver, Colo., June 25 and moved into action that resulted in formation of the American Golf Car Manufacturers' Association. Interest in forming the association had been assured at a Chicago meeting held by GOLF-DOM for car manufacturers attending the April PGA golf show.

James H. Carrier, Cushman Motors, Inc., who was chairman of the organizational committee, was elected president of AGCMA. Aubrey Wright, Columbia Car Corp., is vp; Jack Grauman, Wayne Mfg. Co., is secretary and William A. Dolan, EZ-Go Car Div. of Textron, Inc., treasurer.

Joining the officers on the executive committee are: John Bozarth, Walker Mfg. Co., Fred Dunn, Taylor-Dunn Mfg. Co., and David A. Metcalf, Versal, Inc. The finance committee consists of Carrier, chairman, Dolan and Metcalf.

The association will concentrate on supplying information and guidance to course officials and operating personnel responsible for the various phases of car management and service.

This important and widely needed service is to be made available through the association's development of an educational program to:

- Show golf courses how to merchandise the use of golf cars;

- Explain how to set up a preventative maintenance program that eliminates breakdowns, keeps operational costs under control and protects capital investment by extending the useful life of vehicles;

- Instruct golfers on the safe and proper use of golf cars; Study and help correct causes contributing to turf damage and accidents.

Other association objectives are:

- To explore the possibility of minimum industry specifications pointed particularly toward operating safety;

- To consider the creation of a Golf Car Manufacturers' Association "seal" to signify manufacturing integrity and

participation in the programs.

Golf car manufacturers realize that some of the problems common to their industry are the result of problems that are common among their customers. They feel that many of these problems can be solved economically through the association's educational programs. Many courses have developed satisfactory procedures for car operations, but the great majority of courses undoubtedly need and will welcome association assistance.

Under the guidance of its first president, the association took quick, decisive action that showed the members' awareness of an important job overdue for attention. The executive committee is scheduled for an early meeting in Chicago where, with the advice of the association's attorney, by-laws will be prepared to be submitted for approval at the next association meeting. Also to be considered is the selection of an executive-secretary to put the AGCMA's aims into action.

Correspondence and contacts of GOLF-DOM, as The Magazine of Golf Business, point to the need of an association. Its formation and objectives promise benefits to AGCMA members, the industry and its customers.

Membership is open to all golf car manufacturers. Eleven manufacturers attended the Denver meeting and became members of AGCMA. They include the following companies: Ball-O-Matic Victor, Columbia Car, Cushman Motors, EZ-Go, Fairway King, Lektro, Stevens Appliance Truck, Taylor-Dunn, Versal, Walker and Wayne.

Officials of 12 other companies, unable to attend the Denver meeting, have requested membership particulars. These include: Capri, Clemens, Electric Carrier, Electro-Motive, Harley-Davidson, Krokar, Laher, Mardigian, Pacer, Parrett, Western Tool & Stamping and Toro.

AGCMA offices will be established in Chicago. Temporary mailing address of the Association is: American Golf Car Manufacturers' Association, P.O. Box 8373, Chicago, Ill.