

*Caroche*  
by CLUB CAR

The automotive type  
electric golf car has arrived.

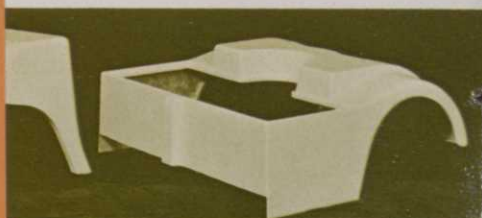
The staff at  
CLUB CAR, INC.,  
believes a golf car should  
meet all the criteria set forth  
by golf course executives.

This car should be **safer**,  
have the styling of the 70's with  
built-in **comfort**, assure a  
decent club profit through  
**economy of operation**,  
satisfy maintenance personnel  
with a car that is **easy to store**  
**and easy to service** and marketed  
with **attractive pricing**. You would think this  
"composite of features" would describe  
the finest golf car in the world.

It does. It is a description of  
CLUB CAR's four-wheel golf car. It is called

# Caroche

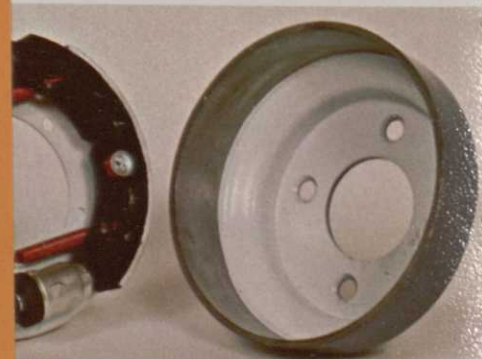
designed and engineered  
to fit perfectly Webster's definition of  
Caroche—"A luxurious or stately coach  
or carriage for persons."



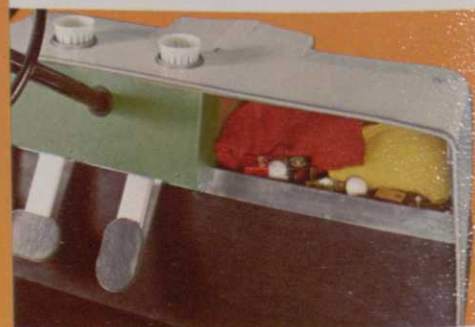
s body will not rust or corrode and never needs painting.



Three pedal controls—accelerator, braking and hillholder.



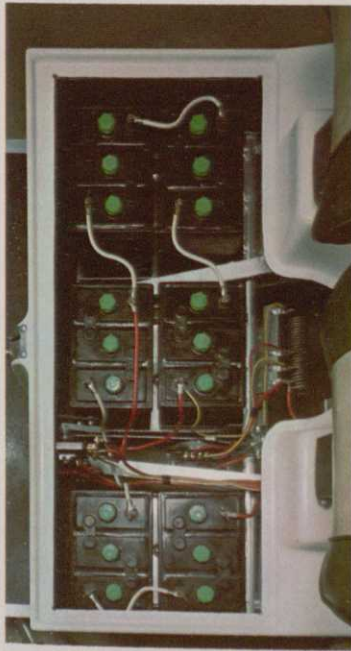
ic brakes on both rear wheels— a golf car "first."



acious 1,298 square inches of foot room,  
nerous space for beverages and accessories.



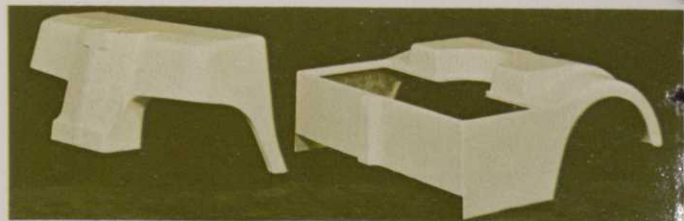




Seat removable for ease of servicing inside storage sheds.



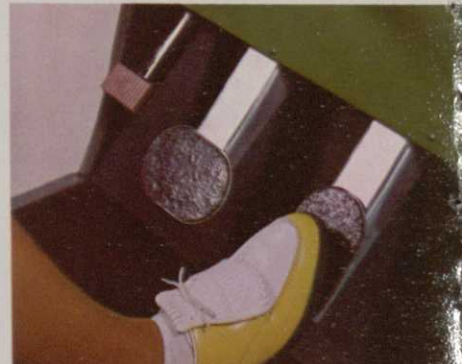
Unitized, heavy-duty forward/neutral/reverse switch.



Triple-thick fiberglass body will not rust or corrode and never needs painting.



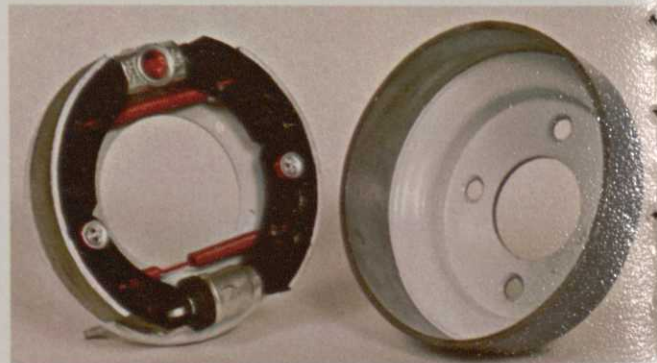
Sturdy extruded aluminum I-beam frame.



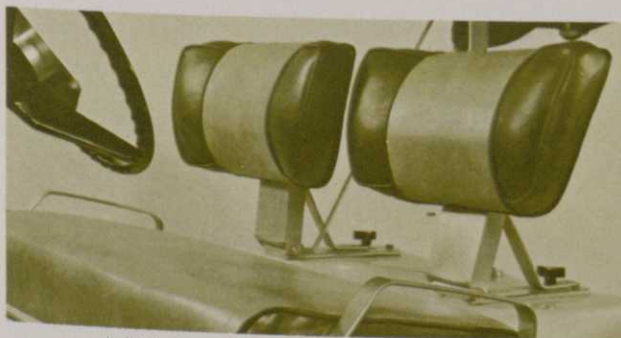
Three pedal controls—accelerator, braking and hillholder.



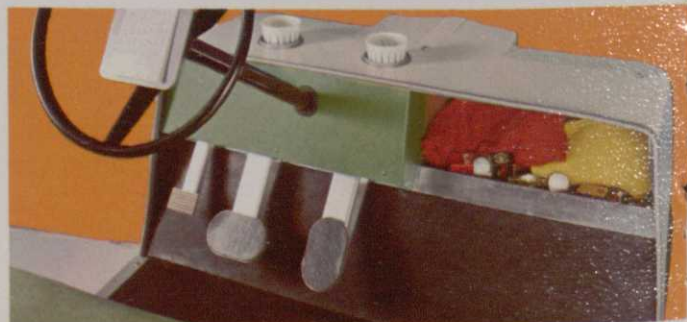
A smoother ride with auto-type leaf springs and quiet double-reduction, gear-drive transmission.



Hydraulic brakes on both rear wheels—a golf car "first."



Individually adjustable seat back rests add to comfort.

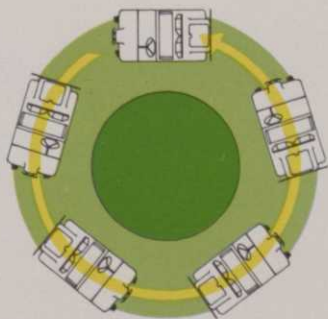


A spacious 1,298 square inches of foot room, with generous space for beverages and accessories.



It is always exciting to witness the launching of a new product. The totally new and innovative Carоче represents Club Car's pursuit of excellence within its industry and heralds future directions for the manufacture of golf cars.

You asked for a golf car that was **safer**: Carоче is the first golf car to employ both automotive type hydraulic wheel brakes and a mechanical braking system on both rear wheels. The hydraulic wheel brakes and mechanical system operate independently of the transmission. Carоче has two structurally sound 90" extruded aluminum I-beams running the length of the car and joined in front to resemble a battering ram. Both bumpers (same height) tie directly into the frame—not into the body. Through a combination of four wheels, steering wheel, wide-track wheels and a much lower center of gravity, Carоче has exceptional stability and has achieved unusual maneuverability, with a much shorter turning radius than on other cars. For additional safety, the Carоче reverses in half speed.



Carоче has an amazingly short turning diameter—less than 18 feet between outermost tracks.

You asked for a golf car with **styling of the 70's** and more **comfort**: Carоче presents a "sculptured" silhouette with a wide front shield, 50% more floor space and plenty of storage for beverages and golf accessories. The seat backs will adjust to four different positions, providing comfort for the smallest lady or the tallest man. The double-reduction gear-drive transmission is quiet, automotive leaf springs soften the ride and the

golf bags sit 5½" closer to the ground for easier access to the clubs. Three separate pedal controls (accelerator, braking and hill-holder) are hinged from the top to leave the floorboard uncluttered. A canopy and windshield are optional.

You asked for a golf car with built-in **economy of operation** to produce the highest net profit. The gross operating weight of Carоче (with batteries) is only 840 lbs., well under the weight of other three-wheel golf cars and 200 to 500 lbs. lighter than other four-wheel golf cars. Carоче will easily go 36 golfing holes without deep-cycling batteries lower than the critical 1.210 specific gravity (50% reserve), below which no golf car should ever be operated. This means the car normally has the capacity for 72 golfing holes on one battery charge. Carоче will go up to two times further on a battery charge than will any other four-wheel golf car and the batteries in Carоче will last up to two times longer than they will in any other four-wheel golf car.

You asked for a golf car that requires **minimum maintenance** and is **easy to store and service**. Dimensions on Carоче have been reduced to 93" long and 45½" wide for easy storage. Carоче presents all working parts to a mechanic by sliding out the seat. Repairs can be made in car sheds having low ceilings, as it will not be necessary to lift the body for maintenance work. The charger plug is mounted on the outside of the car for easy accessibility. The use of aluminum frame and fiberglass body eliminates rust, corrosion or requirement for painting. Wide-track wheels do not exactly double-track with the front wheels.

You asked for a golf car with **attractive pricing**: As a "piece de resistance," the price of Carоче is far below the published list price for other four-wheel golf cars and approximates the cost of most three-wheel golf cars.

Carоче is what a golf car **should** be. Request one for a demonstration and you'll understand how good a golf car **can** be.



Unbeatable combination: golfing foursome with Caroché twosome.

The "wide-track" Caroché has remarkable stability.





## **SPECIFICATIONS:**

LENGTH: 93" WIDTH: 45½" HEIGHT: 44¾"  
TREAD: 36⅝" WHEELBASE: 65" STEERING:  
Automotive steering wheel MOTOR: 1½ to 6½  
h.p. range WEIGHT: 468 pounds without bat-  
teries; 840 pounds with batteries. SPEED: 12  
m.p.h. forward; 6 m.p.h. reverse DRIVE OR  
TRANSMISSION: Double - reduction gear - drive  
SEATS: Vinyl with adjustable backrests. TIRE  
SIZE: 18 x 8.50 x 8 four-ply SUSPENSION: Auto-  
type leaf springs BODY: Triple-thick fiberglass  
(rust and corrosion proof—no painting required)  
FRAME: Extruded aluminum I-beams (rust and  
corrosion proof) COLOR: White BATTERIES:  
Six 6.3 volt 180 A.H. CONTROL: Three (3) pedals  
BRAKES: Hydraulic and mechanical on both rear  
wheels FLOORSPACE: 1,298 square inches AC-  
CESSORIES: Canopy, windshield, hubcaps, tow  
bar, wrap-around bumpers, extra bag attach-  
ments, lights, horn and taillights

## **WARRANTY:**

Caroche is warranted for one year (12 months), as against defective material and workmanship under normal use and service. As in the operation of any vehicle, a prudent driver will exercise care and safe driving habits in negotiating hills, turns and while driving on rough terrain. The warranties are fully set forth in a warranty given to each customer at the time of sale and there are no other implied warranties of any kind. The representations in this brochure are descriptive only and do not constitute warranties, expressed or implied, to purchasers and users.

# the Pargo approach.



The Pargo approach to the golf car business covers the flag all the way. We start with the best golf car made . . . a strong, silent electric car, with individual bucket seats, dual braking system, durable fiberglass construction. For the player, Pargo is the ultimate in comfort and convenience. And for the club, Pargo's ability to deliver round, after round, after round of continuous play daily means low operating cost and high profits.

With four factory distribution points and a fifty-state network of dealers, Pargo provides overnight access to complete service facilities.

So when your club considers a new golf car fleet—to buy, rent or lease—remember the Pargo approach. It's your best approach, too.

THOSE WHO KNOW GO *Pargo*

## COLUMBIA CAR CORPORATION

(A RUDDICK COMPANY)

4300 RALEIGH STREET / CHARLOTTE, N. C. 28205 / 704/596-6550

2637 NATIONAL CIRCLE  
GARLAND, TEXAS  
214/272-4032

742 FACTORY ROAD  
ADDISON, ILLINOIS  
312/543-3082

600 NORTHWEST 11TH AVE.  
HALLANDALE, FLORIDA  
305/922-3449

1120 DE FOREST AVE.  
LONG BEACH, CALIFORNIA  
213/435-0242

Some dealer areas available.

For more information circle number 253 on card





TYPE J-170W  
170 Ampere Hour Capacity

TYPE J-190W  
190 Ampere Hour Capacity

TYPE J-217W  
217 Ampere Hour Capacity  
This type one inch taller

## ...Join Our Top Threesome

DON'T HANDICAP YOUR GOLF CARS.

Use Trojan Golf Car Batteries with years of proven quality — standard of the industry is the Trojan J-170.

For extra rounds of golf plus extra months of service use the Trojan J-190 — or for the finest of all, the Trojan J-217.

**TROJAN "MILEAGE MASTER" GOLF CAR BATTERIES**

TROJAN BATTERY COMPANY • 9440 ANN STREET • SANTA FE SPRINGS, CALIFORNIA 90670

For more information circle number 195 on card

# 1970: The Year of the Golf Car

The number of golf cars continues to rise, with even sharper increases predicted for next year

**B**y anybody's calendar 1970 is going to be a big year for the golf car industry in the United States. Respondents to GOLFDOM's Marketing and Research surveys indicated that the average size fleet at facilities renting golf cars had climbed from 23 cars in 1968

to 27 cars in 1969—a 17.4 per cent increase. And the average will jump another 18.5 per cent by year-end 1970 to 32 cars.

Projecting these figures to the 7,618 regulation courses renting golf cars (85.7 per cent of all regulation facilities), this means an in-

crease from 205,700 golf cars in 1969 to 243,800 in 1970. Some 63.5 per cent of the respondents indicated that their courses are planning additions to present golf car fleets. And of those who had such plans, 79.2 per cent said the additions were scheduled for be-

Average Sizes of Golf Car Fleets

Type of course	Average per facility*
Private	
1968	27
1969	32
Estimate 1970	36
Semi-private	
1968	17
1969	17
Estimate 1970	25
Hotel/Resort	
1968	27
1969	38
Estimate 1970	40
Public	
1968	13
1969	15
Estimate 1970	17

\* Variance from the average in the case of an individual fleet could be accounted for by two factors: number of holes and size of the membership or amount of player traffic.

Overall Average Size of Golf Car Fleets

