

TAYLOR DUNN PULLS OUT REMAINS HIGHLY

Golf car sales in 1982 were a) great, b) flat, c) down, or d) all of the above? The most prudent choice would probably be "all of the above." A survey of the major golf car manufacturers by *Weeds Trees & Turf* showed once again that the fluctuating economy was the only common denominator factor affecting sales.

E-Z Go/Textron had a record year in 1982 and is predicting a record year for 1983. E-Z Go's Ron Patterson noted that golf cars are a good capital investment because they generate income. He added E-Z Go has the largest domestic network and spends the most money on research and development, two big factors contributing to the company's success. "We participate in the distribution so buyers know we are behind the vehicle they buy," said Patterson. Some other manufacturers noted that E-Z Go's expansion during the generally soft sales period of the last two years has made it even more difficult for them to compete. Patterson sees the economy starting to turn around with the recent downturn in interest rates and this is reflected in a more optimistic attitude in his customers.

The fluctuation in interest rates was the main topic on the minds of most manufacturers contacted by WTT. While some viewed the recent drop in rates as a foreshadowing of a better economic climate, others were not as confident and took a wait-and-see attitude. All agreed, however, that there was at least a three month lag before a change in interest rates affected sales.

The spare parts business at Melex, USA has increased tremendously and that signals Clem Sherrick that people are holding off new purchases and fixing up their old fleet. "Business has been soft since interest rates hit 20%," said Sherrick. "I'm optimistic that period is being phased out and a more fruitful economic period is being

1983 Turf Vehicle Guide

	Model	Engine	Payload	Price	Options
Bajaj America, Inc. 1237 Gadsen St. Columbia, SC 29201	Gopher	10 h.p. gasoline	700 lbs.	\$2695	
	TriStar Autoriksha			\$2895 \$3395	



Cushman/OMC Lincoln P.O. Box 82409 Lincoln, NE 68501	530 (3-wheel)	gasoline, 18 h.p.	1,500		dump box, flatbed, aerator, topdresser, sprayer, seeder, drag mat
	535 (4-wheel)	gasoline, 18 h.p.	1,500		same as 530
	531	18 h.p. gasoline	1,500		cab, doors, drag mat, power converter, stake pocket set
	533	gasoline	1,000		cab, doors, tool box, stake pocket set, tow hitch
	549	gasoline	250		spark arrestor, hour meter set, steering wheel set



E-Z-Go/Textron P.O. Box 388 Augusta, GA 30913 (404) 798-4311	GX-800	244 cc gasoline	800		
	GT-7	gasoline	1,500		



Hahn Inc. 1625 N. Garvin Evansville, IN 47711	Tournament	gasoline		\$6,600	greens reels, tee reels, verti-cutter, vibra-spiker grass catcher
	Spray-Pro	gasoline		\$5,750	sprayer, aerifier, utility truck bed



Jacobsen/Textron Racine, WI (414) 637-6711	UV-4	gasoline	1,500		
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Smithco Inc. 11 West Ave. Wayne, PA 19087	Red Rider	gasoline	1,000		larger cargo carrier
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Taylor-Dunn 2114 W. Ball Rd. Anaheim, CA 92804	1248B	electric	3,800	\$4,065	cab, stake, sides, loading ramp
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AS GOLF CAR MARKET COMPETITIVE

by THOMAS PACIELLO

1983 Golf Car Guide

	Model	Engine	Payload	Price	Options
Columbia Car Corp. 3110 International Ln. Madison, WI 53704 (608) 249-6300	D-3	250 cc gas	750 lbs.		suntop, windshield, steering wheel, cradle bag rack
	DX-4	250 cc gas	750 lbs.		same as D-3
	DE-3	electric	750 lbs.		same as D-3 and heavy duty batteries
	DEX-4	electric	750 lbs.		same as DE-3



Club Car, Inc. P.O. Box 4658 Augusta, GA 30907	DS	electric	750 lbs.	\$3,162	full line
	DS Villager	electric	1,000 lbs.	\$3,573	full line
	DS Carryall	electric	1,000 lbs.	\$3,575	full line



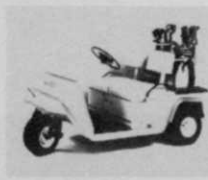
Elmco Cooksville, IL (309) 725-3533	11E	electric	850 lbs.		
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E-Z-Go Textron Augusta, GA (404) 798-4311	X440	electric	500 lbs.		
	X444	electric	500 lbs.		
	GX440	gasoline	500 lbs.		
	GX444	gasoline	500 lbs.		
	444SE	electric	500 lbs.		



Melex USA	Turtle 112	electric		\$2,995	tow bar, sun top, windshield
	Turtle 212	electric		\$3,110	same as 112



Legend Eagle Vehicles 8181 Hoyle Ave. Dallas, TX 75227	EV3-01	electric	750 lbs.		
	EV4-01	electric	750 lbs.		



Yamaha Motor Corp. 6555 Katella Ave. Cypress, CA 90630	GI-A3	gasoline		\$3240	sun top, hup caps, sweater basket
	GI-E3	electric		\$2520	same as A3



phased in." At Melex the emphasis is on improving their cars' durability and ease of maintenance. The 1983 models will have few cosmetic changes.

At Bajaj America the favorite expression is "what recession?". Bajaj produces a low-priced, high-mileage turf vehicle, the Bajaj Gopher, that has been very successful since its introduction in mid-1982. "Our car has done real well and we expect an excellent year in 1983," said Bajaj's Dave Jones. Jones was one of the manufacturers who believed that it is premature to predict an upturn in the economy at this point. "Some businesses are expecting too much from the recent drop in rates," he added.

Steve Cullen at Elmco reported that his business was down about 10% in 1982, largely due to the slowdown in resort development. Elmco does not produce your standard golf car. The 11E is priced at \$4995 and L21E runs for \$5960. Both cars can be equipped with almost every imaginable option (and some that are not imaginable). Elmco's market is the exclusive resort complexes and the high cost of money severely curtailed construction in many Sunbelt areas, particularly Southern California and Florida. Cullen predicts Elmco sales should recover about 5% in 1983 but competition in the golf car market will continue to be fierce. "I think that golf car production on the whole will probably be down and that will make the battle for sales even more competitive, especially among the Big Four (Yamaha, E-Z Go, Columbia, and Club Car)," said Cullen.

One of the companies that has decided to back out of that fray is Taylor-Dunn. Taylor-Dunn will not manufacture any more golf cars after 1982. "Industrial vehicles were always our bread and butter so we decided to concentrate our resources on those and halt pro-

Continued on page 53

Attaches to single pin hitch

Vemco Corp. has introduced a gasoline-powered tow-behind flail mower that can operate as a single unit or in a gang formation. The TB48 cuts swaths



from 48 in. with one unit to 19 ft. with gang of five in heights from 1/4 in. to 4 1/4 in. in 1/2 in. increments. Engine choices include 7, 8, 10 and 11 hp ones, and dethatching blades are also available.

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duction of golf cars after '82," said Bob Dunn. "For Taylor-Dunn there is simply more money in the industrial vehicle market. That is where our expertise comes from." Dunn echoed other manufacturers' remarks that the Big Four are raising the stakes in the battle for increased market share. "Let them fight it out," he added.

In predicting the future market mix between electric and gas golf cars manufacturers were uncertain which will come out on top but noted that new technology is improving both types. E-Z Go's Patterson noted that the shift to gas cars a while back was basically due to the skyrocketing commodity price of lead. Battery prices are almost directly related to the price of lead and the increase made electric cars almost cost prohibitive. The price of lead has now dropped, which may give electric cars another surge of sales energy.

The outlook for the golf car market in 1983 is predictably mixed but a few constants remain. Many fleets are being held together glue, wire and hope and will soon have to be replaced. The recent drop in interest rates will most likely show up in 1983 sales. And, The days of sitting back and watching the orders roll in are long gone. The competition will be keen and, as in Darwin's world, only the fittest will survive.

WTT

THE BROUWER SOD CUTTER



CONTRACTORS LANDSCAPERS RENTALS

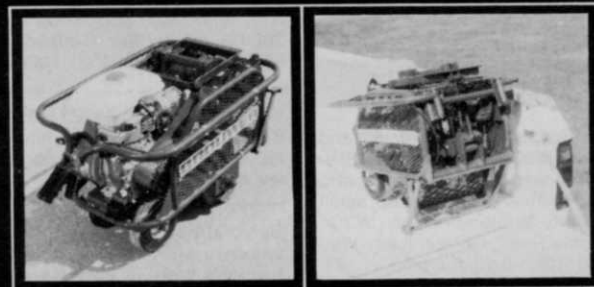
Lightweight sod cutter designed by the people who revolutionized sod harvesting.

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