



Columbia Car



Yamaha Motors

THE GOLF CAR GAME

An improving economy and the maturing 'Baby Boomer' generation create a growing need for golf cars. The industry has responded.

The game continues to grow, but the players leave.

Sale of golf cars is rising at a 7-8 percent clip per year. Two years ago, there were seven manufacturers. Alas, today, there are but five.

"When they first came out, everybody built them," observes Eric Sauvey, president of Columbia Car. "But, like most markets, as it matured, fewer people manufactured them."

The players: Columbia, Club Car, E-Z-Go, Melex USA, and Yamaha.

Estimates on market growth range from 6 percent to 10 percent annually on 600,000 total units now in use. Areas of growth include industrial use, individual use, and golf course use.

More large businesses are using golf cars than ever before.

"There's a bigger emphasis than before on industrial uses," notes Sauvey, "but it still hasn't been exploited as much as it can be."

And more Sun Belt residents are purchasing golf cars through the dealer-distributor network than ever before—especially in retirement communities.

"We have a lot of retired people using them as personal vehicles," says



Club Car




E-Z-Go



Melex USA

U.S. GOLF CAR POPULARITY, 1986

|  | TYPES OF COURSES | | | | |
|---|------------------|---------------|-----------|-----------|------------------|
| | Resorts | Private clubs | Daily fee | Municipal | Executive, par 3 |
| Facilities with golf cars | 96% | 97% | 94% | 94% | 96% |
| Cars per 18 holes | 70 | 50 | 48 | 38 | 27 |
| Average age in years of cars | 3.5 | 3.6 | 4.2 | 3.4 | 4.0 |
| Inventory value (\$1,000s) | 67.5 | 50.0 | 30.0 | 40.0 | 30.0 |

Courtesy of The National Golf Foundation

Cary Rivers, national sales manager for Club Car. "These are the vehicles that people like to dress up a little bit with optional features."

And the golf course market? With more golf courses, resorts, and country clubs being built as the economy

bounds, more golf cars are needed.

"Golf courses are also finding more applications for their golf cars," says Rivers.

"We've seen a slight trend in personal golf car use, but there's been a particular increase in the industrial

vehicle market," says Bryan Taylor, marketing representative for Melex USA. "I believe we are the only manufacturer who can convert its golf car into a utility vehicle."

Melex USA has begun a stronger

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marketing campaign this year with emphasis on its conversion kits which attach to either of its models. The kits will convert the car into a four-passenger vehicle, a platform without sides, a platform with steel sides, or a platform with wooden sides.

With post-war Baby Boomers now reaching middle age, more people than ever will be playing golf in the coming years. And, in this age of affluence, more of those Baby Boomers will be reaching early retirement age during the early part of the next century. The result? A larger demand for golf cars.

And the golf car industry appears ready to meet that demand. **WT&T**

**EZGO
TEXTRON**

E-Z-GO Division of Textron, Inc.
P.O. Box 388, Marvin Griffin Road
Augusta, GA 30913-2699

SOME WORKERS DON'T

GOLF CAR GUIDE

| Manufacturer | Model | Engine | Payload | Notes |
|--|---------------|----------|------------|-----------------|
| Club Car P.O. Box 4658 Augusta, GA 30907 (404) 863-3000 | DS Electric | electric | 750 lbs. | 4-wheel |
| | DS Gas | 4-cycle | 750 lbs. | 4-wheel |
| | DS Villager | electric | 1,000 lbs. | 4-wheel |
| | DS Villager | 4-cycle | 1,000 lbs. | 4-wheel |
| | DS Carryall I | electric | 1,000 lbs. | 4-wheel |
| | DS Carryall I | 4-cycle | 1,000 lbs. | 4-wheel |
| Columbia Car P.O. Box 1 Deerfield, WI 53531 (608) 764-5474 | G3T | 2-cycle | 615 lbs. | tiller, 3-wheel |
| | G3S | 2-cycle | 615 lbs. | steer, 3-wheel |
| | E3T | electric | 523 lbs. | tiller, 3-wheel |
| | E3S | electric | 523 lbs. | steer, 3-wheel |
| | G4S | 2-cycle | 716 lbs. | 4-wheel |
| | E4S | electric | 716 lbs. | 4-wheel |
| E-Z-Go P.O. Box 388 Augusta, GA 30913 (404) 798-4311 | X440 | electric | 500 lbs. | 3-wheel |
| | X444 | electric | 500 lbs. | 4-wheel |
| | GX440 | 2-cycle | 500 lbs. | 3-wheel |
| | GX444 | 2-cycle | 500 lbs. | 4-wheel |
| Melex USA 1201 Front St. Raleigh, NC 27609 (919) 828-7645 | 152 | electric | 500 lbs. | 3-wheel |
| | 252 | electric | 500 lbs. | 4-wheel |
| Yamaha Motors 6555 Katella Ave. Cypress, CA 90630 (714) 761-7300 | G1-AM5 | gas | 1,000 lbs. | 4-wheel |
| | G1-EM5 | electric | 1,000 lbs. | 4-wheel |
| | G2-A5 | 4-cycle | 1,000 lbs. | 4-wheel |
| | G2-E5 | electric | 1,000 lbs. | 4-wheel |
| | Sun Classic | electric | 1,000 lbs. | 4-wheel |
| | Sun Classic | gas | 1,000 lbs. | 4-wheel |



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Built to E-Z-GO's demanding standards, you can expect years of durable performance from these 3 and 4-wheel, gas or electric-powered turf vehicles. Plus lower maintenance costs and little to no downtime.

For every job you've got, there's an E-Z-GO designed specifically to handle it—quietly, efficiently and with the least amount of labor. With carrying capacities up to 1,500 pounds, a complete range of trailers, and adaptability to virtually any accessory, they're a team of superbly versatile workers.

E-Z-GO. Nobody builds them better.

KNOW WHEN TO QUIT.