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in recent months could cause buyers to rethink their equipment purchases in 1985, because not only are traditional manufacturers beefing up their product lines (Cushman, the market leader for over a decade, is putting more muscle in its vehicles by going from an 18 to a 22 hp engine) but foreign manufacturers are entering the marketplace with some vigor.

"They've had a captive market for years," Lee Rinehard of Terrain Vehicles, Inc., East Coast distributor of Daihatsu maintenance vehicles, says of the traditional utility vehicle producers. "But, we've come in with a strong product at a competitive price and we'll be right up there too. We're knocking at their back door and they know it."

In addition, Honda, Yamaha, Suzuki, and Kawasaki are encroaching on the market from a different direction, initially with sporty and relatively inexpensive three-wheel ATCs, most recently with more work-oriented four-wheel vehicles. Cost and the growing availability of optional work attachments are making these vehicles attractive for specialized maintenance tasks and for running errands.

It's this diversity which will

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cause buyers and users of turf vehicles to think long and hard in an attempt to match purchases with jobs in 1985

Does this mean the "workhorse" type of turf vehicle is losing its popularity? Probably not. It is a signal, however, that competition for sales in specific equipment—applications performed in the past by the "workhorse"—is going to be red hot.

Versatility, even in this day and age, is certainly no dirty word, Dan Hedglin, sales manager for turf and industrial vehicles at Cushman/OMC, stresses. The demand for equipment that fulfills many work functions is still strong. Cushman, of course, built its reputation on its workhorse vehicles.

"We expect a strong year," he says. "We've had an excellent year this year. There are probably a couple of reasons for this. The economy has come back significantly although we didn't see it affect the turf industries as much as other industries. And we enjoyed sales increases because of product improvements." Hedglin says Cushman, in addition to boosting the horsepower of its vehicles, is committed to making its vehicles



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# 1985 Utility Vehicle Guide

	Model	Engine	Payload	Notes
<b>American Continental, Inc.</b> Box 280 Willmar, MN (612) 235-1752	EVC-2	17 hp	980 lbs.	3-wheel (4-wheel optional)
	EEVC-2	electric	1,120 lbs.	4-wheel vacuum cart
<b>American Honda Motor Co., Inc.</b> 100 W. Alondra Blvd. Gardena, CA 90247 (213) 327-8280	TRX200	4-cycle	456 lbs.	4-wheel
<b>Columbia Car Corp.</b> P.O. Box 1 Deerfield, WI 53531 (608) 764-5474	Utility Car	250cc gas	500 lbs.	4-wheel, disc brakes
<b>Communter Industries, Inc.</b> P.O. Box 309 Cascade, IA 52033 (319) 852-3207	340 Granger	4-cycle	600 lbs.	3-wheel
	Sasquatch 340	4-cycle	600 lbs.	3-wheel
<b>Cushman/OMC</b> P.O. Box 82409 Lincoln, NE 68501 (402) 475-9581	Model 530	22-hp gas	1,700 lbs.	3-wheel
	Model 531	22-hp gas	1,700 lbs.	3-wheel
	Model 532	22-hp gas	1,900 lbs.	4-wheel
<b>EquipTech Products, Inc.</b> 615 Shepherd Drive Cincinnati, OH 45215 (513) 733-4770	Chikazu GX12B	.7-hp gas	1,100 lbs.	4-wheel
<b>E-Z-Go/Textron</b> P.O. Box 388 Augusta, GA 30913 (404) 798-4311	GX-800	2-cycle	800 lbs.	4-wheel
	GT-7	4-cycle	1,500 lbs.	3-wheel
	X300	electric	500 lbs.	3-wheel
	GX300	2-cycle	500 lbs.	3-wheel
<b>Hahn, Inc.</b> 1625 N. Garvin Evansville, IN 47711 (812) 428-2027	Spray-Pro 44	.16-hp gas	1,500 lbs.	4-wheel
<b>Carl Heald, Inc.</b> P.O. Box 1148 Benton Harbor, MI 49022 (616) 849-3400	Mark Hauler Hauler Kits	4-cycle gas	not given	3 or 4-wheels
		4-cycle gas	650 lbs.	3 or 4-wheels
<b>Jacobsen/Textron</b> 1721 Packard Ave. Racine, WI 53403 (414) 637-6711	T1000	gas	1,000 lbs.	4-wheel
	T2000	gas	2,000 lbs.	4-wheel
<b>Kawasaki Motors Corp.</b> P.O. Box 11447 Santa Ana, CA 92711 (714) 835-7000	KLT250	4-cycle gas	361 lbs.	3-wheel

even more maintenance-free than in the past.

Jacobsen strengthens its offerings with a pair of new utility trucks, the T1000 with a 1000-lb capacity and the T2000 with a 2000-lb capacity and a variety of optional attachments that can convert it to a mini dumper, aerator, seeder, spreader, top dresser and sprayer.

Taylor-Dunn offers its new 2,000-lb. capacity B 2-10 model with an exclusive speed control that increases the running time and distance of the vehicle up to 30 percent. It can be



The all-terrain Yamaha 200 four-wheel reverse shaft all-purpose vehicle.

adapted to seat two and four passengers with a cargo area, or seat six passengers comfortably.

Further evidence that the workhorse-type vehicle should remain popular is Smithco's new Runaway turf maintenance truck which got its first production run this past summer. Smithco's Donald Smith feels the Runaway, which features a hydraulic drive train, is also an example that reducing maintenance costs, even at the expense of a slightly higher initial cost, will become increasingly important.

"People don't seem to mind spending the extra money for fewer maintenance costs, for less down time," he explains. "The whole industry will be going more into hydraulics we feel."

Even though Smith doesn't feel the introduction of new foreign products has made a major impact on the market yet, particularly in the East, he cautions traditional manufacturers from taking it too lightly. "If we don't see the direction the industry is going and take steps to stay with it, four or five years down the road we're going to get hurt," he notes.

Notable among the newcomers to the market are such companies as SNS Motor Import, Oxnard, CA, which became the distributor of the Sanfu line of equipment last January, Terrain Vehicles, Inc., Addison, IL, the East Coast Distributor for Daihatsu, and EquipTech Products Inc., Cincinnati, OH, sole U.S. distributor for the Chikazu line.

The Sanfu line is anchored by the

continued next page

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	Model	Engine	Payload	Notes
<b>MFC, Inc.</b> 10 Pleasant St. New Rochelle, NY 10801 (914) 636-3834	Shrunkette	16-hp gas	not given	4-wheel
<b>Olathe Manufacturing, Inc.</b> 100 Industrial Parkway Industrial Airport, KS 66031 (913) 782-4396	Model 492	18-hp	1,500 lbs.	3-wheel
<b>Pargo Eagle</b> 8181 Hoyle Ave. Dallas, TX 75227 (214) 388-7431	Model 775 Model 830 Model 875	electric electric electric	1,200 lbs. 350 lbs. 2,000 lbs.	4-wheel 3-wheel 4-wheel
<b>Rokon LTD</b> P.O. Box 427, Rt. 202 N. Jaffrey, NH 03452 (603) 532-8335	Ranger	2-cycle	450 lbs. pull	2-wheel drive
<b>Smithco, Inc.</b> 11 West Ave. Wayne, PA 19087 (215) 688-4009	Runaway Red Rider	19-hp gas 8-hp gas	1,500 lbs. 500 lbs.	3-wheel 3-wheel
<b>SNS Motor Imports, Inc.</b> 500 Esplanade Drive Oxnard, CA 93030 (805) 485-3300	TPV600	27-hp gas	1,500 lbs.	4-wheel
<b>Taylor-Dunn</b> 2114 West Ball Road Anaheim, CA 92804 (714) 956-4040	Model B 2-10	electric	2,000 lbs.	4-wheel
<b>Terrain Vehicles, Inc.</b> 221 Mitchell Court P.O. Box 418 Addison, IL 60101 (312) 953-8747	Hijet	LP gas	1,500 lbs.	4-wheel
<b>The Toro Company</b> 8111 Lyndale Ave. Minneapolis, MN 55420 (612) 887-8805	Workmaster	14 hp gas	1,000 lbs.	3-wheel
<b>Turf-Vac Corp.</b> P.O. Box 90129 Long Beach, CA 90809 (213) 426-9376	Model 1 Model 2 Model 4 Model 6 Model 8	11-hp gas 18-hp gas 18-hp gas 18-hp 18-hp	1,100 lbs. 1,500 lbs. 1,500 lbs. 1,500 lbs. 1,500 lbs.	3-wheel 3-wheel 3-wheel 4-wheel 4-wheel
<b>Yamaha Motor Corp.</b> 6555 Katella Ave. Cypress, CA 90630 (714) 761-7617	Moto 4	4-cycle gas	331 lbs.	4-wheel
<b>U.S. Suzuki Motor Corp.</b> 3251 East Imperial Highway Brea, CA 92621 (714) 996-7040	Quadrunner 250	4-cycle gas	370 lbs.	4-wheel

TPV600 (turf personnel vehicle) which features a 27-hp, water-cooled engine, rack and pinion steering, and a 12-month, 12,000-mile limited warranty. Even though sales of Sanfu (the vehicles are manufactured in Taiwan) have been primarily in the West so far, SNS Motor Imports is putting together a national dealer network.

"Our first year in 1984 was a building year," Tony Nunez of SNS Motor Imports says. "We knew a lot of the vehicles we would sell would be initial inventory and we expect a lot of reorders. We're looking at having a good year in 1985. We've been able to attract quality dealers and that was our goal, good solid dealers that have been in business a long time."

Likewise looking to the coming year with unabashed eagerness is Rinehard of Terrain Vehicles, a new company that oversees 19 Daihatsu dealer points in 15 states. Although Daihatsu vehicles have been on the market for a number of years, Rinehard feels the quality of the product and the parts support system his company provides will make Daihatsu a more noticeable force in the utility vehicle market.

"We have a high 90 percent parts/fill ratio," Rinehard stresses. "The complaint that foreign products have a parts problem is old hat, a good sales trick. We can fill any order for any part." Daihatsu products are supported by Suburu Mid-America, parent company for Terrain, which maintains a complete supply of parts, Rinehard explains.

The diversity of the market is reflected at Pinehurst, NC, where equipment manager Richard Yow reports using Daihatsu vehicles in a truckster capacity while retaining Cushmans for use on the greens.

Joining the utility vehicle sales fray this September was EquipTech Products with its Chikazu line of 15 different vehicles ranging in size from a motorized wheelbarrow to an eight-wheeled-drive vehicle with a two-ton payload. Included in this array are the GX12B and GX15B mini dump trucks.

"We can cover a number of markets with our products," EquipTech's Joe Engelbert says. "Some of them overlap and some of them don't." Engelbert is looking to a strong debut for Chikazu. "It's one of those things you feel like you should have been in a year ago," he notes.

With the ringing of the bell signifying the start of the 1985 selling season there is no lack of challengers to the traditional utility vehicle leaders; and if they can't win the bout, it might be that they'll be satisfied to win a round or two. At least for now. **WT&T**

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NOVEMBER 1984/WEEDS TREES & TURF 67

**W**alking through a local garden show, most consumers have no idea what effort goes into the exhibits by various landscape contractors. They say to themselves, "I paid four bucks to get into this commercial advertisement, so it better be good!"

Little do they realize the display set-up alone can come close to 250 hours. And, the cost of a display can range from \$1,000 to \$35,000.

Taking into consideration the time, money and hard work put into it, one might wonder if being in a garden show is worth it. Although the reasons for being in shows vary from landscape contractor to landscape contractor, most agree the event is a worthwhile one.

"The incentive for being in a garden show is just very simply the

hope of achieving some leads in a very off-time of year," Bob Kinney, vice president in charge of landscaping and nursery division, Wilmore Gardens, Denver, CO, remarked. "Any time you can encourage any type of current or potential customer contact, it's very critical."

"Because it's very cold and wet here, it gets the customers thinking about spring," Lambth Marshall, president, Associated Landscape, Inc., Hoyt Court, NC, explained. "All you need is one really good customer. That one customer can turn around and give you 25 customers in the next year."

Being in a show often represents credibility and is a sign of prestige, according to Greg Ash, co-owner and architect, Barker-Ash Landscape

Design, Indianapolis, IN.

"I think it lends more credibility to you. The promoters of an established show will only let companies exhibit they know can do the job and present something that's going to look nice."

Russell Jones, president, J. Franklin Styer Nurseries, Concordville, PA, agrees. "People recognize immediately you're a good contractor. The show itself has a lot of stimulus and is pretty prestigious."

However, Rick Solo, owner of Solo Design Group, Charlotte, NC, believes the prestige of a garden show is questionable.

"I used to think the show was prestigious, but I don't anymore. What I have noticed over the years is the quality of the garden displays really

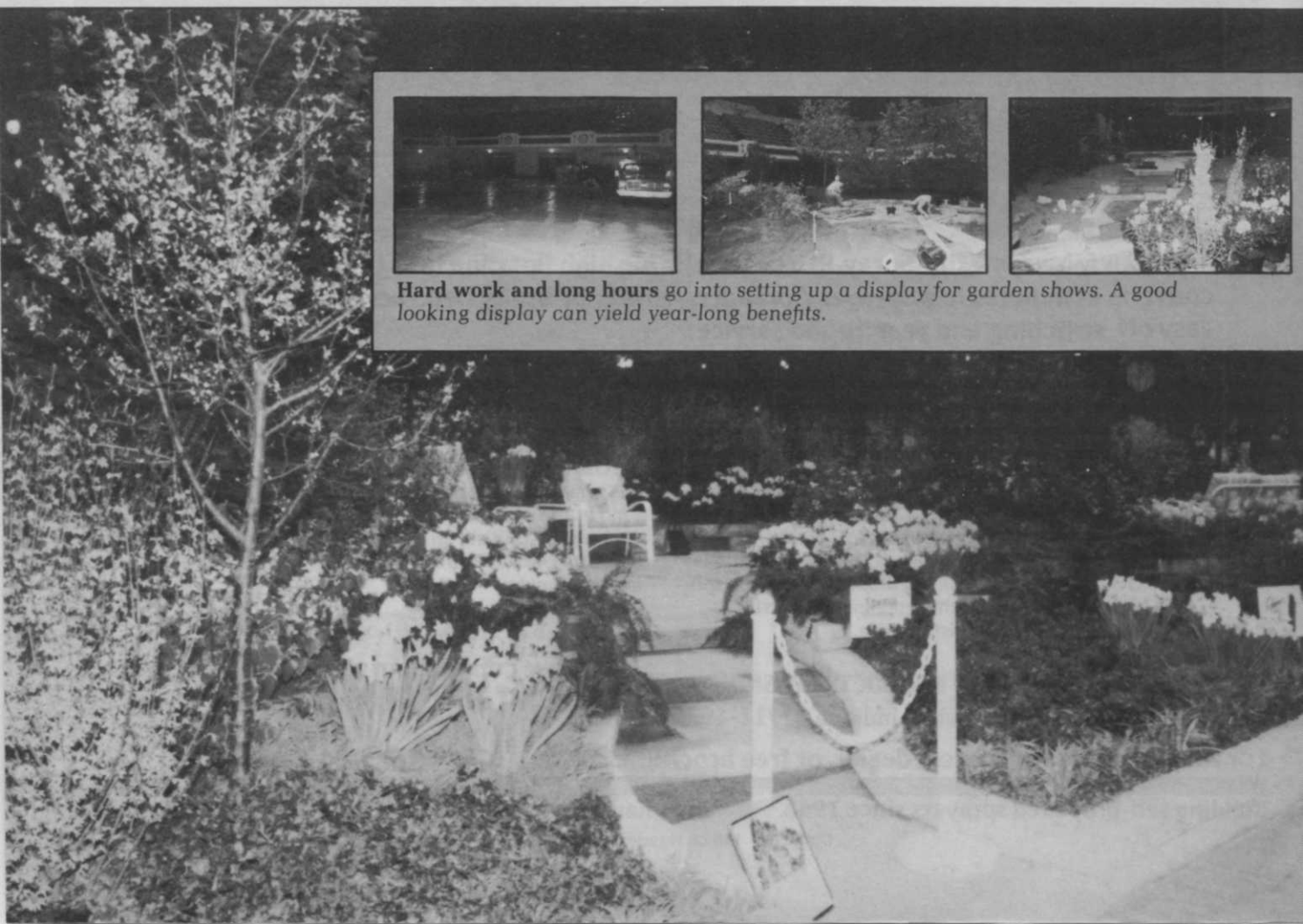
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# Garden Shows

by Nedra Stalter, HBJ Publications, editorial assistant



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seems to have gone downhill. It seems to me a lot of the stronger companies are not participating like they used to. I think it may have something to do with whether you get work out of the show. Generally, if you get work out of the show, it is residential and some companies are beginning to move away from the residential market," Solo explained.

Some landscape contractors see the show as a place to invite customers they will be working with in the upcoming season.

"A lot of work that comes out of the shows is getting ready for spring. We arrange to meet clients at the show and take them around as our guests. so, the show is also a sales tool," Jones said.

For others, the show is a way to get together with former customers and talk about updating gardens.

"We use it to see old clients because they are continuously updating their gardens. It's been over a 26 year span because Mr. Loonsten (the owner) has done 26 consecutive shows," Jeannie Loonsten, office manager and vice president, Frits Loonsten Inc., Indianapolis, IN, said. Of course, you have to make a point to keep track of your old customers.

"It is also an educational tool to show people our style," Loonsten said. Style goes beyond the simple how-to of do-it-yourselfers.

Professional exposure is also received at a garden show, according to Mike Spena, president, Spena Landscaping, Highland Heights, OH.

"The incentive of the show is exposure; the people see the garden and it reinforces their idea of us. But, it also gives us professional exposure. It promotes the image within the industry. You get to know a lot of people and, if you're not there, I think you miss some of the association."

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