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PRESS RELEASE

POWAKADDY EXHIBIT AT BTME FOR FIRST TIME

PowaKaddy showcase revolutionary Winter Wheels at BTME

PowaKaddy, the #1 name in powered carts, exhibited for the first time at BTME, one of the UK's leading sports turf exhibitions. The event took place in Harrogate from 17-21 January and attracted greenkeepers and groundstaff from all over Europe. For PowaKaddy the show provided a great opportunity to showcase the revolutionary new Winter Wheels. Designed in collaboration with BIGGA, the wheels provide a solution that enables PowaKaddy trolleys to be used for regular winter use. The unique design minimises compaction of the grass, thus protecting fairways and as a result the wheels are set to increase winter revenue for course owners, managers and retailers and lift the winter blues for golfers.

With the ever increasing use of electric trolleys a source of great frustration for golfers, greenkeepers, course owners and on-course retailers alike, has been the lack of a solution for regular winter use. Turf damage has meant that greenkeepers have been reluctant to allow regular trolley use in certain wet, wintry conditions. For course owners and on-course retailers the equation is simple. Less winter golf means less revenue and less membership retention when subscription renewal time comes around.

PowaKaddy's Winter wheel distributes the load over a smaller surface area while allowing for minimal ground contact yet it maintains traction to avoid slipping. The small crown on the front and rear tyre reduces dragging whilst turning without loss of traction. The wheel is a composite that consists of a structural inner hub, over-moulded with a highly durable rubber.

Commenting on the success of the show, Lee Manvell, Group Product Manager said, "BTME was a new exhibition for us and we've experienced great success. During the design stages of the Winter Wheels we worked closely with BIGGA green keepers and BTME gave us a great opportunity to share the product with many more. It provided us with the perfect platform to talk with those who really look to benefit from the wheels and to ensure that everyone is aware they are available. As a result of this success we are now actively developing the wheels design for use on Hill Billy trolleys and PowaKaddy push carts, in readiness for Autumn 2010"

The wheels can be easily retro-fitted, with a quick release mechanism, to any PowaKaddy electric trolley.* Available from December 2009 retailing at £64.99 per pair.

*year 2000 models onwards