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PRESS RELEASE

## **POWAKADDY INTRODUCES CONTEMPORARY NEW WHITE FREEWAY II**

*Market leading electric trolley brand extends Freeway II range with striking new colour option*

Following on from the successful launch on the new Freeway II, PowaKaddy, the #1 name in powered carts, has introduced a striking new colour option to the new flagship product range.

The new state-of-the-art Freeway II has taken the electric trolley market by storm since its launch earlier this year. The advanced technology and high performance features coupled with the slim-line compact design and modern sporty appearance has broadened the appeal of PowaKaddy's premium offering to an even wider golfing audience.

As Simon Homer, PowaKaddy's Sales Director explains "It is common knowledge that more and more younger players are using a PowaKaddy. While black will always be our most popular colour the feedback we had from consumers was that a contemporary colour option would also appeal to more fashion conscious golfers of all age groups".

The all-white Freeway II boasts all the same features as the best selling black version including the powerful whisper quiet motor, soft touch ergonomic hand grip, multi function control pad and fully integrated LCD display. The white model is also available with a top of the range Lithium battery option, which is 75% lighter than a standard lead acid battery and slips effortlessly into the battery tray without the need for connecting cables. The slim-line compact design not only enhances the modern sporty appearance of the Freeway II but also allows the trolley to be folded with the Lithium battery still in place.

For golfers who really want to make a statement on the golf course PowaKaddy has also introduced 3 new Deluxe II Cart Bags in a white base colour to match the new white Freeway II. The stylish new colour options are White/Scarlet Red, White/Ocean Blue, White/Lime Green.

The SRP's for the white Freeway II options are £479 (18 hole lead acid battery) and £749 (Lithium battery). The SRP for the Deluxe II Cart bag is 129.99

All products are available now in the UK.

Further information is available from David Silvers at the Professional Sports Group on 01276 858930 (e-mail [david@profsports.com](mailto:david@profsports.com)).