



Date: 1<sup>st</sup> February 2010

TRADE PRESS RELEASE

## **AWARD WINNING POWAKADDY ELECTRIC TROLLEY AND BAG PROVE THE PERFECT COMBINATION**

*Market leading electric trolley company PowaKaddy scoops two top industry awards*

PowaKaddy, the #1 name in powered carts, has won the 'Best Electric Trolley Brand' and 'Best Cart Bag' categories in the prestigious 2009 Today's Golfer Awards underlining PowaKaddy's ability to lead the market with 'best in class' products at key price points and continually raise the bar when it comes to product quality and performance.

The Today's Golfer Awards, renowned as the most high profile honours in the golf industry, are a public vote open to the readers of the UK's top selling magazine, who are widely regarded as some of the most avid golfers and discerning golf equipment purchasers and opinion formers in the UK.

PowaKaddy enjoyed a successful year in 2009 despite the tough economic conditions. This success was largely driven by the launch of the company's flagship Freeway II trolley in Spring 09. With its contemporary looks, state-of-the-art functionality and powerful whisper quiet motor, the FWII continues to stimulate high consumer demand and critical acclaim from the golf media.

Complementing the sleek design of the Freeway II, PowaKaddy's comprehensive Cart Bag range is also in big demand. The headlining Deluxe II Cart bag combines striking colour combinations and modern styling with a whole host of highly functional features that golfers have come to expect from PowaKaddy's award winning bag range. The key feature that makes PowaKaddy electric carts and bags the perfect partners is the key lock system, which secures the base of the bag to the key plate on all PowaKaddy electric carts to minimise bag movement.

Commenting on the awards Simon Homer, PowaKaddy's Sales Director said: "We are delighted to have received these awards. Electric trolleys are our core products so it is very pleasing to know that we are regarded as the number one brand in this category. It is equally satisfying to win the Cart bag category especially as we are up against all of golf's 'super brands' like Callaway and Titleist in this very competitive market. This is a great barometer as it re-assures us that the PowaKaddy brand is regarded as an innovative, premium brand when consumers are making their buying decisions"

The most recent industry data suggests that PowaKaddy enjoys a market share of around 50% and Today's Golfer's own reader survey showed that 42% of their readers that use an electric trolley own a PowaKaddy and 55% consider PowaKaddy as the #1 choice for their next purchase. In addition PowaKaddy continues to dominate the younger, better player market with a recent survey at the HSBC Champion of Champions event, where the average handicap was 3, revealed that 68% of the electric trolley users across 10 qualifying events used a PowaKaddy.

The strong market shares, successful sales performance in 2009 and the prestigious Today's Golfer awards underline PowaKaddy's leadership position as the overwhelming favourite electric trolley brand for golfers of all abilities and age groups.

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