

## Equipment news

You are looking at: [Home](#) : [Equipment news](#)

### Introducing Powakaddy's new Freeway

Leading powered trolley brand revamps Freeway franchise

Posted: **2 March 2012**  
by Golfmagic Equipment



Freeway Digital White Lithium (above) and Black Lithium (below)



Powakaddy has brought its world-famous Freeway franchise kicking and screaming into 2012 with a sporty, stylish and digital makeover for the new season.

Introducing its new Freeway Digital, Powakaddy claims the trolley stands true to the heritage of the Freeway marquee delivering unerring reliability and robust performance.

The new Freeway Digital, says Powakaddy, combines simple easy-to-use functionality, quality engineering and modern oversized styling to deliver a truly 'best in class' product and outstanding value.

Stand-out features include a soft-touch ambidextrous digital 'T' bar handle complete with built-in responsive nine-speed control roller, fully-integrated LED display screen, whisper quiet motor and brand new battery tray incorporating a built-in interchangeable battery connection.

The new Freeway Digital is available in a classic black or a more fashion-orientated white frame at **£349.99** (18-hole lead acid battery), **£379.99** (36-hole lead acid battery) and **£529.99** (Lithium battery).

"We are extremely excited about introducing the Freeway Digital to market as we believe the combination of such a striking design at an affordable price point will ensure it becomes an instant success," says Powakaddy's sales and marketing director Simon Homer.