



March 2012  
Golfmonthly.co.uk

EQUIPMENT

# ELECTRIC FOR ALL

PowaKaddy's stylish and easy-to-use model to suit a wide range of budgets



The oversized E-Zee lift handle makes the bag simple to transport to and from the boot of your car too.

The frame has been inspired by the superb PowaKaddy Sport while the low profile wheels are a classy touch.

PowaKaddy have also launched a range of Premium 2012 bags too, which feature 14 individual full-length dividers as well as an external putter well. There are eight storage pockets in total, including four side-mounted pockets, a large golf ball pocket and two full-length apparel pockets.

PowaKaddy's Freeway trolley has been the best-selling powered cart in the last decade, and now the famous brand are launching their new Freeway Digital which combines impressive styling and ease-of-use as standard.

Apart from the excellent usability of the new Freeway Digital, it will be on sale for less than £350 which is around the same as you'd expect to pay for the latest TaylorMade or Callaway driver.

The Freeway Digital has a soft-touch, ambidextrous digital handle with 9-speed control roller, LED screen and digital distance function.

Arguably what makes the trolley stand out the most is the frame – it's been inspired by the state-of-the-art PowaKaddy Sport frame and the low profile wheels help to add a touch of class.

If you're expecting an all-singing offering, the Sport is certainly a higher spec, but the Freeway Digital is impressively functional and simplistic.

"Our research has told us a large number of consumers are looking for no-nonsense functionality, quality and outstanding value from a trusted brand. We have delivered all of these and, combined with the sporty overall appearance, consumers are getting a great deal of trolley for their money," said Simon Homer, PowaKaddy's Group Sales and Marketing Director.

The trolley folds down easily thanks to PowaKaddy's new mechanism and a brand new battery tray allows either a lead acid or a lithium battery to be used – essentially allowing golfers the option to upgrade to a lithium from the lead acid battery without replacing the whole trolley.

In addition to the 18-hole option at £349.99, the Freeway Digital is also available with a 36-hole lead acid battery at £379.99 or a Lithium battery at £529.99. Colour options are white or black.