

fairways focus

NEWS FROM FAIRWAYS

SPRING/SUMMER 2018

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Scotland's appointed dealer

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FORECAST LOOKS BUOYANT FOR FAIRWAYS

As spring finally starts to emerge after a long and persistent winter, it seems apt to soak up the positive mood which longer, brighter days start to bring. The positivity which spring carries with it is carried through to a buoyant forecast for Fairways (GM), who are celebrating their 14th anniversary as the Ransomes Jacobsen main dealer for Scotland.

Since that time, the relationship has simply gone from strength to strength. Sales in Scotland of the full portfolio of Ransomes Jacobsen's products continue to strengthen, backed up by highly efficient Parts and Service offerings, which provide local service on a national basis. In recognition of the exceptional performance of the Fairways (GM) team, the business has won numerous awards from Ransomes Jacobsen since 2004.

Alan Prickett, Managing Director of Ransomes Jacobsen Ltd said; *"We have a long-standing and very solid relationship with Fairways (GM) and we are extremely pleased with the progress the company has made since 2004. One of the key strengths of the Ransomes Jacobsen business model is that since the company's formation in 1789, it has always relied on a strong network of distribution partners, companies which are able to deliver both sales and a first class after-sales service."*

He continued; *"We recognised many years ago that we needed a fully-engaged partner in Scotland, able to provide the world class after sales service which our products deserve. With Fairways (GM), we have found just that, and it is all credit to David Rae and his team that they have done everything, and more, that they set out to do all those years ago. By continually investing in state of the art equipment, vehicles and training and by creating a solid network of regional depots, Fairways (GM) are able to consistently exceed customer expectations. It is a first-class example of how a dealership should be run, and on a personal level, I would also like to give credit to David Rae himself, who is a real pleasure to work with and has worked with his management team to build a very impressive organisation."*

David Rae, Managing Director of Fairways (GM) said; *"We have had an excellent relationship with Ransomes Jacobsen from the outset from the senior management team all the way through the organisation. We have grown together and both organisations recognise that exceptional customer service must always be the top priority. We are constantly investing in the business to ensure that Fairways (GM) is everything that a dealership should be, and more, from our people to our regional depots, our network of service vans and ongoing training."*



Jacobsen becomes Ryder Cup supplier



Jacobsen has signed an agreement to become an Official Supplier to the 2018 Ryder Cup, which will take place at the celebrated Le Golf National near Versailles, Paris this September.

The company will support both Ryder Cup Europe and the agronomy team at the host venue in preparing the course for the most prestigious team event in golf.

The 42nd Ryder Cup will provide Jacobsen with a unique opportunity to showcase its portfolio of premium turf care equipment by ensuring that the course is presented to the players, sponsors, media and the public in the best possible condition.

Alan Prickett, Vice President, International at Ransomes Jacobsen, said:

“The Ryder Cup is one of the sporting world’s most revered and highly anticipated events. It will be a privilege to play a role in preparing the course for the match and helping to ensure that the highest standards of course preparation are applied for such a prestigious tournament.”

Ryder Cup Europe Director Richard Hills said:

“We are delighted to announce this partnership with Jacobsen. They already enjoy a first-class relationship with the host venue and our hope and intention is to build on that relationship and deliver a course worthy of staging this great event.”

Dundee Council Boosts Fleet

The Corporate Fleet team at Dundee City Council has welcomed the arrival of two new cylinder mowers and two new HR300 rotary mowers to the fleet. Having worked with Fairways for many years, Assistant Corporate Fleet Manager Fraser Crichton is confident the new arrivals will deliver great results,

"With over 20 pieces of kit, Ransomes are the mainstay of our grass cutting machinery. They are very robust vehicles and cope well with the demanding schedule we work to. We are standardising our mower fleet, so this is an ongoing process of adding new units over time so that we have continuity of service and results."

He continued; *"We get fantastic service and support from Fairways. They drop off spares and parts at short notice and we've also had excellent training from Ransomes Jacobsen, including factory visits to their headquarters in Ipswich. This is hugely beneficial to our mechanics as it provides great understanding of how the machines are designed and made."*

Fairways Contract gives Highland Council Peace of Mind

Highland Council's availability contract with Fairways (GM) ensures that the Environment and Amenity team have peace of mind that they can run a busy and demanding cutting programme effectively. In the event of a breakdown, the contract ensures that machinery will be repaired and returned within 24 hours or a replacement provided. Jonathan Saxby, Service Support Officer, commented, *"Our requirement is for a fleet that consists of high output, reliable machines and the availability contract we have means we can be confident in the equipment. We rely on the Contractor (Fairways) to use their skill and expertise to supply suitable and effective machines and get very good support from Fairways, the fleet is sufficiently well maintained that few issues arise. This is critical when working across an area of over 9,900 square miles. Many areas of the Highland Council region are remote and can be hard to access. We need to have a fleet we can rely on to get the job done."*

Golspie Golf Club takes to the Fairways with Jacobsen



Golspie Golf Club, on the Dornoch Firth has invested in a Jacobsen Eclipse 322 and a Jacobsen LF550 fairway mower to maintain the varying surfaces on the James Braid designed 18-hole golf course.

"Jacobsen has provided us with the quality and versatility we need to maintain all areas of the course," Alexander MacDonald, Head Greenkeeper at Golspie Golf Club said. "We face many challenges such as maintaining the correct and uniformed moisture levels over varying terrains, so when it comes to cutting grass, we want reliable equipment that produces a really good finish with minimal fuss. I am proud to say we've achieved that with the Jacobsen machines that we have purchased."

Previously using alternative fairway mowers, Alexander observed that it took the team 40 minutes to set a machine before it was ready to cut the fairways. Conversely, the new Jacobsen LF550 is easily set in five minutes, with adjustments rarely having to be made to the cutting units.

"The Eclipse 322 is the best cutting machine in golf. It's a pleasure to use on the greens, and the team loves the satisfaction of producing first-class greens which the golfers often compliment them on. Of course, having good machinery is important, but the back-up from the dealer is even more so. Fairways has been very efficient and helpful, and if we need anything, they are with us within a day, meaning there isn't any downtime."

EZGO ELiTE Transforming the Industry

The discussion about golf car batteries and the benefits of the various types has been ongoing for some time now. E-Z-GO is the first major golf car manufacturer to introduce a lithium-ion (li-ion) golf car and experts in the field of battery power share the consensus that li-ion batteries improve the performance and longevity of golf cars compared to traditional lead acid batteries. Consumers have also been quick to adopt the new technology with golf club managers and purse string holders realising that the benefits of li-ion golf cars ultimately outweigh the initial up-front costs.

E-Z-GO has capitalised on the trend in the market and has taken the lead in this field: Vehicles in the E-Z-GO ELiTE golf car series are powered by hundreds of Samsung SDI lithium cells that are loaded into a single battery pack. The battery pack is controlled by an advanced Battery Management System that monitors efficiency, temperature, state of charge and the health of the batteries.

“The golf course industry is witnessing a transformation, owing to the use of latest technologies. To enhance a golfer’s experience and attract new customers, golf clubs are integrating the latest models of golf cars...”

Thanikachalam Chandrasekaran, a lead analyst at Technavio for energy storage research. It is no surprise that clubs are looking to enhance the golfing experience, given the competitive nature of the industry. A golfer will spend approximately 85-90 percent of their time in a golf car in many cases, so it seems that investing in golf cars is key.



Since the introduction of the ELiTE Series in 2017, it has been widely adopted by a range of clubs with vastly differing budgets including Princes Golf Club in Kent and Real Club Valderrama in Spain, to name but a few. Li-ion batteries take significantly less time to fully charge and the life span of lithium-powered batteries is longer than lead-acid counterparts.

In a market where the trend leans towards lithium technology being the way forward, there will no doubt be more and more manufacturers following in the footsteps of E-Z-GO and its introduction of the ELiTE series.

Meldrum House a Peaceful Haven Thanks to Jacobsen



Meldrum House Country Hotel & Golf Course in Aberdeenshire has invested in golf course maintenance equipment and vehicles to reduce noise levels around the hotel grounds. The equipment included on the five-year lease deal includes mowers and vehicles across the Jacobsen, Cushman and E-Z-GO brands. Fairways GM facilitated the purchasing process and is providing continued after-sales support.

Kenny Harper, Golf Course and Estate Grounds Manager commented; *“The golf course here is a members-only course, and it is crucial that whilst we keep our members*

happy, we also need to be mindful of our hotel guests, as the rooms and the golf course are very close to each other geographically.”

“I looked into the Jacobsen Eclipse 322 riding greens mower, and it ticked all of the boxes for us. The noise levels are dramatically reduced, meaning that we can cut greens around the hotel whenever we like without disturbing anyone. As well as the noise advantage, the Eclipse 322 doesn’t use any hydraulic oil, which means there aren’t any disastrous leaks on the greens either. I also like being able to set speeds and clip rates using a passcode so that everything is being cut consistently. The members have noticed the difference on the course; our greens have never looked better.”

As well as three Eclipse 322 greens mowers, Meldrum House has also invested in two LF570 fairway mowers, two Cushman Hauler Pro vehicles (one with a sprayer, & one with a topdresser), three Cushman XD-R vehicles one Jacobsen TR-3 mower, one AR-3, one HR500 wide-area mower, one Truckster XD and 10 E-Z-GO RXV electric golf cars.

Iseki UK Launches...

Iseki UK and Ireland has recently launched, with the purpose of distributing the ISEKI range of products and growing market share and sales in the UK & Ireland Markets.

Previously distributed in the UK and Ireland by Ransomes Jacobsen, operating out of their facilities in Ipswich, the new ISEKI company is also based in the Ipswich area and is led by Managing Director David Withers, the ex-President of Jacobsen.

Withers is well known in the industry having served for many years at Ransomes and Jacobsen and more recently working as a business consultant in the golf industry.

He commented; *"I started working with Iseki when the product line came to Jacobsen in 1996 and have always enjoyed being involved with such an exciting and reliable product line. When ISEKI outlined their strategic vision of getting closer to the customers by investing in their own distribution in the UK it made sense to me. I am delighted to be heading up this exciting new venture."*

Ray Crawford, Fairways (GM) General Manager said; *"We are delighted to continue our relationship with a brand as respected as Iseki, which we have sold from the outset with great success. The single focus of Iseki UK is extremely exciting and we look forward to working closely with David Withers and his team to support brand sales."*

Major Improvements at Kinross Golf Club after Jacobsen Investment

Kinross Golf Club has recently made major improvements to both its 18-hole golf courses, including undertaking bunker renovation work and investing in maintenance equipment from Jacobsen. Fairways GM demonstrated and delivered the machinery from its Kinross depot.

Course Manager Andy Crawford commented; *"We have made a huge effort to improve all aspects of the golf course. It was important to us that we invested in the correct machinery to manicure both courses and really show off what we have been working on over the past few years."*

Kinross Golf Club features two courses, The Bruce and The Montgomery. As well as renovating bunkers, the maintenance team at the Club has created four new greens in the past two years, which, combined with the purchase of two Jacobsen Eclipse 322 greens mowers, has made the world of difference.

The new Jacobsen machinery chosen by Andy and the greenkeeping team includes two Eclipse 322 greens mowers, two TR-3 trim mowers and two LF570 fairway mowers.

"One of the best machines I have ever used is the Eclipse 322," Crawford said. *"The quality of cut is second to none and our members have been very complimentary about the condition of the greens. Also, the LF570 has done a superb job. Our fairways have improved dramatically;*

I don't think we have ever seen the course looking so good. I couldn't be happier with all the new machinery that we have brought in.

"Our decision to purchase from Fairways was largely due to uncertainty surrounding our previous dealer, and we had heard fantastic things about Fairways and the Jacobsen equipment that they distribute. I have to say it's the best thing we've done. The knowledge of the staff is great, and any back-up and support is received almost immediately. The whole process has been a pleasure, and this is reflected out on the golf courses."

Gareth Rogers, Area Sales Manager for Fairways GM, said: *"It has been a fantastic experience to work with the team at Kinross. We strongly believe in the products that we sell, and the results speak for themselves. Fairways prides itself on customer service and after-sales support, and we very much look forward to providing this unprecedented level of service to Kinross, and building a strong relationship going forward."*



Gleddoch Golf Club Raises Game with Jacobsen Investment

Gleddoch Golf Club near Glasgow is widely regarded as being one of the most scenic in the West of Scotland. Attracting visitors to both its hotel and golf course, Gleddoch has invested in a range of machinery from Jacobsen® to further raise the standard of the golf course.

The new additions to the fleet include a TR-3 trim mower, one GP400 greens mower, one AR522 rough mower, one LF570 fairway mower, a Cushman® XD-R utility vehicle and a Cushman Truckster with sprayer for chemical application. Commenting on the investment, Head Greenkeeper of five years Craig Paterson, said:

"I am very pleased with the new machines. We have used Jacobsen before, but not to this extent. Although I wish we had done it sooner! The fuel efficiency on every single machine is fantastic; we have made huge savings on diesel, and the money saved is reinvested into other projects on the golf course."

"When we demonstrated the machinery, all the operators liked how easy to use they were, how comfortable they were, and the quality they provide as well."

"Our members have noticed the improvements and we have received some encouraging comments from them which has been very nice."

"Fairways has been brilliant. Gareth Rogers has provided us with brilliant support; if we need anything, he is with us within an hour. The service makes a huge difference, and was another reason why we have purchased these machines from Jacobsen. It's been a very positive experience for all involved!"



Dundonald Links Hits the Spot with Jacobsen

Dundonald Links, host of the 2017 Scottish Open, located in Ayrshire, has added a new Jacobsen LF577 fairway mower and an Eclipse 322 greens mower to its existing range of equipment from Jacobsen. Local dealer Fairways GM demonstrated and delivered the new mowers.

Commenting on the purchase of the new machinery, Golf Course Superintendent Frank Clarkson, said:

"It was important that we made a good impression during the Scottish Open as it was the first time we have held the competition at Dundonald. We demonstrated many fairway and greens mowers, but the Jacobsen machines came out on top. The quality of cut on the Eclipse is fantastic, and eliminating the risk of hydraulic leaks on the greens is a burden off our shoulders."

"We previously used the Jacobsen SLF1880 for nearly everything on the course, we just changed the cutting units depending on what we wanted to do. It was a great machine, but we have brought in the LF577 and it hasn't disappointed. The quality and productivity is second to none, and we have been able to reduce the amount of time we spend mowing fairways, whilst increasing the quality of the finish."

"We'd like to thank Fairways, and in particular Alan Jack who has always been on hand should we need him. Alan did the set-up for us for the Scottish Open, and everything ran smoothly so we couldn't be more pleased with the service we have received, and look forward to continuing our good relationship for many years to come."

Fairways Sportsgrounds gets results at Dalbeattie Learning Campus

A new FIFA/ FIH 3G multi-sport pitch, a six lane polymeric running track with natural grass insert suitable for rugby and field sports, plus a further MUGA have been successfully completed by Fairways Sportsgrounds at Dalbeattie Learning Campus. Pupils at the Dumfries & Galloway site now use the facilities on a daily basis. Working as a specialist sub-contractor for Graham Construction, Fairways Sportsgrounds laid Edelgrass carpets, an Alveo Sport closed cell foam shock pad and Polytan track.

Dave Gibson, Construction Director said: "It's a good set up and a project we've enjoyed. Nothing is more pleasing than seeing a site in full operation with lots of play. We hold

the maintenance contract will be going in once weekly with maintenance equipment supplied by Wiedenmann UK and Fairways GM."





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www.EZGO.com/ELiTE

* Externally endorsed testing. Results determined comparing the RXV vs. the Precedent and Drive AC models. Results vary according to course terrain and conditions.

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GI/Elite/10/2017

