

10 YEARS EXPERIENCE BEHIND NEW BUGGY AND UTILITY VEHICLE VENTURE FROM T H WHITE

The T H WHITE Group are delighted today to formally launch a new sub-division of the business focusing on Golf and Utility vehicles, named T H WHITE Golf and Utility.

T H WHITE Golf and Utility remains part of the larger T H WHITE Groundcare business, while focusing on market leading brands E-Z-GO, Cushman and Kawasaki, and their ranges of golf, utility, personnel and hospitality vehicles.

Sales Specialist, Simon Bingham, who will be heading up the Golf and Utility brand, brings a wealth of experience from the golf and hospitality sector with over 10 years' experience in the industry and great relationships with golf courses and businesses across the country.

Simon commented: "While I have many years' experience as part of T H WHITE Groundcare supporting customers with their vehicle requirements, I am excited to be part of this new venture which will enable me to focus on working specifically on specialist vehicles within the golf, hospitality, hotels and resorts, parks and estates, events and commercial sectors, among many others.

"Coupled with our wholly-owned, dedicated and experienced service engineers working across the country, an extensive hire fleet, competitive finance packages and parts and accessories stocked at our 4 groundcare depots, we are confident in our offer as a truly national provider of quality buggies and vehicles at great value and with outstanding support and back-up."

As part of the launch, T H WHITE Golf and Utility are proud to showcase the full vehicle line-up on a new website, www.thwhitegolfandutility.co.uk, which highlights not only the brands on offer, but the servicing and hire programmes which are available for individual vehicles through to large fleets, on short- and long-term contracts.

Long-standing customer Alec Fernihough, Director of Gaudet Luce Golf Club in Worcestershire, is delighted to offer his full support to the new operation, commenting:

"We have worked with Simon Bingham and T H WHITE for many years. The level of service that Simon and his colleagues have supplied has always been excellent and this is the one reason why, despite many great deals from other suppliers, we are still working so closely with T H WHITE.

"Knowing that Simon will be heading up the new Golf and Utility division at T H WHITE means that our decision over who to go with when we increase our fleet of buggies next year will be a simple one.

Mark Laing, General Manager at Bromsgrove Golf Centre, added further praise:

“When we look at replacing our fleet of buggies there are a number of factors – price, safety, reliability, ease of maintenance and in the case of dealing with T H WHITE, trust. Personal relationships forged over many years with Simon are worth more than price to us. We trust Simon and T H WHITE to deliver for us, and they do, so we simply don’t look elsewhere. With a great product backed up by an awesome team, why would we?”

Available from T H WHITE Golf and Utility and leading the market into the future of vehicles is E-Z-GO with their ELiTE range of buggies, launched in 2017, which feature maintenance-free Samsung Lithium Ion batteries, increased efficiency, low vehicle weight, reduced charging time and an unprecedented 5-year warranty.

Additionally, visitors to the new website can learn more about the Textron Specialized Vehicles buggy GPS system, Textron Fleet Management (TFM). TFM is available with new golf cars or for retro-fitting to an existing vehicle or entire fleet, with full information on the website about the wide range of benefits available to businesses and golfers in using TFM at their club.

Andre Andrade, Director of International Sales at Textron Specialized Vehicles said: “T H WHITE has been a longstanding, successful dealership of the TSV brands. We are delighted to be a part of this new venture and look forward to continuing to provide our world-class products, knowledge and back-up support to T H WHITE Golf and Utility.”

While continuing to build on its standing in the golf sector with new and existing customers, T H WHITE Golf and Utility is looking forward to working more closely with businesses in other markets, including hotels, resorts, estates and parks, education providers, event venues and much more.

We welcome any enquiries to learn more about the business, our vehicles and how we can support customers no matter the size, budget or vehicle requirements through the new website or by calling Simon directly on 07813 835212.

-ENDS-

For more information or photographs, please contact Cassie Reid, Marketing Executive, on cassie.reid@thwhite.co.uk