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Luxury Golf Car Challenges Design and Quality Conventions

Golf carts are increasingly being used as a '2nd vehicle', and The Garia Golf Car is now also available as street legal. The Garia will be presented at the Geneva International Motor Show, March 3-13, 2011.

The market for alternative personal transportation such as a street legal golf car is steadily increasing. And with a growing concern for the environment and new urban landscapes where the need for a large petroleum-driven vehicle is becoming less and less pronounced there is all the more reason to believe that this market development will continue in years to come.

From April 2011*, The Garia Golf Car is available as street legal, equally fit for the city, short commutes and the golf course. Without compromising comfort and style and with low environmental impact, the street legal Garia is ideal for these purposes and a viable alternative to a 'real' car.

"The street legal Garia is a multi-purpose vehicle and it is simply ideal for shorter trips and recreational purposes. It combines automotive quality, unique luxury features and the handy size of the golf cart. You can drive directly from your home to the golf course, for example. This is something many people will appreciate, and it makes The Garia a unique product" says Mr. Anders Lynge, designer of The Garia.

Designed and developed in Denmark, The Garia is constructed and drives like a car. It is built to automotive industry standards and has earned its right to be called a car instead of a 'cart'.

It has a sporty and dynamic look, and its construction and technical layout has revolutionized the way golf carts have traditionally been built.

The Garia has an advanced Formula 1-inspired front suspension, making it stable and predictable and offering a comfortable and car-like driving experience.

The high efficient AC-motor and innovative lightweight aluminum construction gives The Garia impressive performance and acceleration.

The Garia is manufactured at Valmet Automotive in Finland. The manufacturing of over 1,100,000 cars, including Porsche, Saab, Opel and the electrical car THINK City, represents Valmet Automotive's track record.

Prices start at € 15.999 for the street legal Garia and € 13.999 for the non-street legal Garia (excl. VAT).

Where and When:

This year's show is the 81st edition of The Geneva International Motor Show. It takes place at the Palexpo in Geneva from March 3-13, 2011. Press days take place from March 1-2, 2011.

The Garia is presented on the stand of Valmet Automotive (stand number 1245, Hall 1).

The Geneva International Motor Show is one of the most attractive car shows in the world and ranks among the "Top 5 Worldwide" of the most important automobile exhibitions, alongside those in Detroit, Frankfurt, Paris, and Tokyo. It is the only one in Europe which takes place every year.

*A street legal version of The Garia for the U.S. market only was introduced in August 2010.

More information:

www.garia.dk/geneva-motor-show-2011