

# Golf

## Management Europe

In the first in a regular new series, Peter Dawson, chief executive of The R&A, discusses the successful bid to bring golf to the Olympics  
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issue 70  
january 2010



## A new decade dawns as golf enters a new era

Welcome to the 'Tenties', which could subsequently prove to be an important and significant decade for the sport of golf.

Later this year, the Ryder Cup will be played out at The Celtic Manor Resort on a course built specifically for the event. That in itself is a first; but it won't be the last. Chances are the 2018 event will also be played on a course purpose-built for

**“attracting pay-as-you-play golfers has never been more important to the majority of clubs.”**

the Ryder Cup, and that is a pointer to the future.

Golf, more than any other, is a sport based on tradition. Yet the indications are that golf is in a hurry to modernise. And commercial reasons are at the heart of it.

With the percentage of golfers who are actually members of a club possibly at an all-time low – as the casual, nomadic golfer comes to the fore – attracting pay-as-you-play golfers has never been more important to the majority of clubs.

When *Golf Management Europe* debuted in 1997, golf was already facing crucial times. The magazine has been with the golf industry now for 13 years – making it the longest-serving and best read trade magazine in Europe.

The majority of the *GME* team is the same now as it was in 1997, and they have already experienced the ups and downs of the golf industry and are not fazed by peaks or troughs; they are ideally placed to help guide and inform the industry through another 13 years.

But even Sir Alex Ferguson knows you can always improve on even the best of squads and we are delighted to announce that Peter Dawson, chief executive of The R&A is joining *GME* as a regular columnist.

Dawson, like all of us here at *GME*, is conscious the game is growing and that regions previously devoid of golf will soon become hotbeds.

And it is with this in mind that Dawson's new column is at the forefront of the *GME* expansion which will see the magazine distributed to golf clubs throughout the Middle East and Africa.

After 13 years, and 70 issues, it's safe to say that *Golf Management Europe* isn't in this for a fast buck. After all, those of us who've seen those peaks and troughs know just what happens to people in golf who look to make a quick killing, be it in magazine publishing or golf course ownership.

*GME* is the business magazine for the golf industry – and we will continue to bring you information vital to the success of your golf operation. **GME**

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Management Europe

Golf Management Europe is published six times per annum by PPC Portman.

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**Publisher** Michael Lenihan  
**Print** Colourspeed

**Subscriptions**  
To ensure your regular copy of *GME*, call 01394 380800 or subscribe online at www.portman.uk.com

**UK** 6 Issues £30; 12 Issues £50  
**Europe** 6 Issues £36; 12 Issues £60  
**World** 6 Issues £42; 12 Issues £70

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# Introducing the world's most luxurious golf car

January sees the official premiere of the Garia Golf Car – the world's most exclusive leisure vehicle of this kind. It's simply a must have for all golfers.

This new and exclusive concept for high-end leisure

Automotive," says Anders Lyngge, designer of the Garia Golf Car and creative director of Garia Inc.

"Valmet Automotive is world-renowned for being very quality-conscious. This is the first time ever that a golf



**"The Garia is manufactured at the same factory as the Porsche Boxster and Porsche Cayman."**

vehicles has emerged from the international design mecca known as Denmark, celebrating the enticingly extravagant with a uniqueness that will turn heads everywhere.

The Garia Golf Car is manufactured at the Valmet Automotive factory in Finland, where the Porsche Boxster and Porsche Cayman are built.

"After year's of research and development, we were ready to build this unique vehicle, and took the decision to partner with Valmet

vehicle of this kind has been assembled by a high-end automotive factory, and we are very satisfied with the result."

This eye-catching electric vehicle matches even the most selective user's requirements for distinctive design, supreme quality and a smooth ride experience.

The Garia Golf Car gives discerning users a unique opportunity to make a major visual statement that features the delicate, imaginative and decidedly different use of advanced tech-

nology, combined with exceptionally luxurious interior fittings.

Powerful yet elegant, The Garia uses the latest automotive design with high quality components, and comes in a wide range of colours – you can even choose your own colour and matching wheels at the online Garia Design Centre.

You can also choose from a wide range of upgrades including an integrated refrigerator, adjustable seats, interior lights and heated windshield. **GME**

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