

# **Pentland Golf First in U.K. to Offer Segway x2 Golf Units to Guests**

## **Boughton Course Makes New Technology Accessible and Affordable to Golfers**

DERBYSHIRE, U.K. – Oct. 26, 2007 – Segway Authorised Distributor, Segway-UK, today announced that Pentland Golf is the first golf course operator in the U.K. to offer Segway x2 Golf units to guests at the Boughton golf course near Canterbury. Six x2 Golf units are currently available for hire by course members and walk-in guests for £15 per round. “Our vision has always been to offer a high quality golfing experience that is more inclusive than exclusive,” said Johnathan Callister, chief executive of golf business for Pentland Golf. “We believe that the availability of the Segway x2 will help us attract more people to the sport, including younger and novice golfers.”

Pentland Golf joins the company of golf developers in the U.S. who offer Segway golf products, but the Boughton course has distinguished itself in the European golf market by being the first in the U.K. to invest in the technology. Callister expects their clientele to be very responsive and hopes to roll out the products at Pentland’s three other U.K. courses, Austin Lodge, Etchinghill and The Ridge.

The x2 Golf provides benefits to the golfer and the course operator alike. It features breakthrough LeanSteer™ technology that makes the ride very intuitive and a wireless InfoKey™ controller that provides added convenience. The x2 Golf includes a bag carrier, a scorecard holder and special low-pressure tires that enable it to travel gently on the course. Thus, it is allowed to travel on fairways, speeding up game play by allowing a player to travel directly to his or her golf ball. When the Segway x2 Golf was compared to a traditional golf cart in a turf wear study using four factors - turf coverage, turf color, surface hardness and turf quality - the x2 Golf generated better results across the board.<sup>1</sup> The x2 Golf can travel the fairways for more than 18 holes of golf on one battery charge. “We want to make the pastime of golfing more accessible, comfortable and affordable to encourage greater participation. The technology in the x2 Golf make it easy to learn and very fun to ride. It helps the golfer get around the golf course more quickly and easily whilst playing, but is also feels safe,” adds Callister.

Callister also points out that learning to use the x2 Golf is as easy as riding a bike. The course offers all golfers a short training session to instruct them on how to use the product and experience a comfortable ride.

Pentland Golf was founded in 1995 by father and son team, Paul and James Tory. The Boughton course was built in 1992, opened for play in 1993, and was subsequently purchased by Pentland Golf in 1997. Pentland Golf has undertaken an ambitious redesign and refurbishment of all four of its golf courses, including modernising club facilities and investing in new technology that enhances the customer experience.