



Club Car LLC
Post Office Box 204658
Augusta, Georgia 30917-4658
P: (706) 863-3000
F: (706) 860-7231

12-094

SALES BULLETIN

TO: All Authorized Club Car Golf Car Dealers and Distributors Worldwide
DATE: July 9, 2012
SUBJ.: Retirement of the DS Golf Car

The Club Car DS golf car was launched in 1980 and over the next two decades it was modified, tweaked, and improved to become the most respected golf car in the industry. In 2004, Club Car introduced the game-changing Precedent golf car. With its innovative technology and features, the market quickly adopted the Precedent. Within a couple of years, the Precedent surpassed the DS in share and became the number one golf car in the industry, where it remains today.

Due to low demand, the prudent business decision has been made to retire production of the DS golf car in Augusta in 2013, subject to continued project planning. As part of the planning process, we will work to ensure that this decision has minimal impact on our customers and channel partners. Updates will be communicated as the plan progresses and details become available. In the interim, we will continue to support DS product in the field and anticipate no changes to our parts, service, warranty and technical services functions.

As we set to retire the DS product and celebrate its legacy, we also see a bright future for Club Car and our channel partners. We will continue to innovate and introduce new products and services to the market.

If you have questions or comments, please email them to info@clubcar.com.

Thank you for your business and continued support.

Please distribute this bulletin to all appropriate personnel at your location. All bulletins are available on [Club Car Pavilion](#).

SALES BULLETIN