

Club Car®

ALWAYS DRIVEN

ViSAGE
MOBILE GOLF INFORMATION SYSTEM



IR Ingersoll Rand

Ozde Wickory Member Guest			
Flight 1			
1	Matthew Gordon, Samson Wilson	17	
12	Ben Mullins	15	
13	Dave Mullins	14	
4	Richard Jones	E 4	
5	David Tabor	+1 5	
13	James Bernard	+6 6	
16	Albie Green	+6 16	
8	Dash Nelson	+10 8	

Visage™ Mobile Golf Information System

Revenue-improvement and asset management technology for golf operations

Visage™ is the first and only full-featured mobile golf information system available to golf operators interested in delivering a better experience to golfers and running a more efficient operation. Hundreds of operations worldwide use Visage to make playing their courses more enjoyable for customers, while helping reduce expenses, manage assets and increase revenue. With all of its capabilities, not only can Visage pay for itself, but also it can generate substantial revenue wherever it's put into service.

You'll learn a lot about Visage in this brochure. **There's even more to see at visagegolf.com.**



Visage Pays Five Ways

Every day, Visage serves as your fleet diagnostician, marshal, ranger, concierge, caddie, marketing assistant, security officer and goodwill ambassador. For today's revenue-driven golf operations, Visage can improve every aspect of your business.



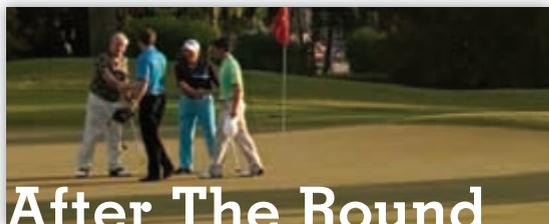
Before The Round

Visage shows you the condition of every car in the fleet and points out problems that might ruin a customer's round. Among its many attributes, security is an operator's favorite as Visage can dramatically reduce phantom rounds and vandalism. You can assign a Visage-equipped car to a specific golfer, control its speed and track where it goes.



During The Round

When your customer is on property, Visage really shines. With its high definition color screen, precise yardages, messaging and fly-over feature, Visage makes an immediate connection with your customers. At the same time, it's having a significant impact on the efficiency, safety and profitability of your operation.



After The Round

The round may be over but Visage is still hard at work—offering to email the customer's scorecard, suggesting an after-round beverage or meal, promoting a bounce-back round or pro shop purchase. Additionally, Visage's security features kick in to keep watch over your assets.



1. FOOD & BEVERAGE

Visage's big, colorful screen dynamically presents add-ons like chips and fountain drinks and up-sells like craft beers and hot sandwiches ... all leading to higher average tickets. If half your rounds stepped up from a soda and crackers to a hot sandwich and beer, imagine the revenues.



2. MERCHANDISING

For the 4+ hours that customers are on-course, use Visage to promote merchandise, instruction, real estate, memberships and special events. Just think of the potential returns. If you sold just one additional golf shirt every four rounds, what would that do to your revenue?



3. TOURNAMENTS

Tournament coordinators look for courses that deliver a great golf experience. With Visage, you are that course. The real time leader board and hole sponsor features make you the tournament coordinators' favorite site. Even better, the Visage "experience" lets you charge more per tournament player.



4. MAINTENANCE

The damage caused by one careless golfer in a golf car can cost plenty—in materials and man hours. How much of those expenses are avoidable? Several courses have seen costs associated with damage, abuse and vandalism virtually disappear with a Visage-equipped fleet.



5. GREEN, CAR AND MEMBER FEES

Public course or private, delivering a more enjoyable playing experience is worth higher fees. What will players pay for all of the features on Visage—precise yardages, fly-overs, grill menus and more? A mere \$2 fee increase more than covers the cost of Visage for the average operation. What would \$4 more per round mean to your bottom line?



Visit the ROI Predictor to see how much a Visage-equipped fleet could return for your course.



Real World Stories

"It Enhances The Whole Experience."



"We were looking for a wow for our members, to exceed their expectations. And Club Car and Visage were just the perfect combination. Visage has helped us do things with our operation that we didn't think were possible. I think Visage could enhance any golf operation. I think it's the future. It's the cutting edge of technology, and it just enhances the whole experience."



**Lou Miller, President
Old Edwards Club - Private/Resort
Highlands, NC USA**

"Embrace Technology Or Get Left Behind."

"We have to embrace technology. If you're not ready to embrace technology in every avenue of life, you're going to be left behind. We have to figure out how technology can help golfers enjoy the great game of golf. How to make it faster, how to make it more fun. That's the challenge ahead of us. With Visage it was an opportunity for us to say, 'Hey, we're going to be the first ones to bring all this to our customers.'"



**Ed Ibarguen, General Manager
Duke University Golf Course - Public
Durham, NC USA**

"The System Handles It All."



"We're the top Army golf course according to PGA.com. A lot of that is course conditions. And a lot of it is the Visage system we have on our golf cars. It has definitely tripled my [revenue] in golf car rentals."

"We do about 90 tournaments a year here ... we don't have to put scores up, we don't have to hand-write signs ... the system handles it all."



**Bill Fumai, Manager
Gordon Lakes Golf Club - Public
Fort Gordon, GA USA**

DISCOVER FOR YOURSELF WHAT VISAGE COULD MEAN FOR YOUR OPERATION.



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exclusively on Club Car products.

Visit visagegolf.com.



Ingersoll Rand is a global diversified firm providing products, services and solutions to enhance the quality and comfort of air in homes and buildings, transport and protect food and perishables, secure homes and commercial properties, and increase industrial productivity and efficiency. Driven by a 100-year-old tradition of technological innovation, we enable our customers to create progress and a positive impact in their world.