



**Date: 12th August 2008**

**PRESS RELEASE**

## **RETAIL TRIBE SURVEY CONFIRMS POWAKADDY'S STATUS AS THE #1 ELECTRIC TROLLEY**

*Research shows continued strong market share for PowaKaddy*

PowaKaddy is the #1 electric trolley brand in the UK according to research carried out by leading golf retail and marketing company Retail Tribe, which surveyed over 2,200 golfers. The brand came out on top with a market share of 59.2%; over three and half times more popular than its nearest competitor.

Furthermore, PowaKaddy's status as the leading brand is also underlined by the fact that 88.7% of non-electric trolley users, who took part in the survey, chose PowaKaddy as their first choice if they were considering buying an electric trolley. The brand's reputation for quality and reliability seems to be the key as 79% of respondents identified these as being the key factors when purchasing an electric trolley.

Simon Homer, PowaKaddy's Sales Director said: "The results of the Retail Tribe survey are incredibly positive and is testament to the strength of the brand, products and people at PowaKaddy. PowaKaddy continues to be the preferred brand of choice amongst consumers, and to be the overwhelming first choice for golfers considering buying an electric trolley is also extremely encouraging."

PowaKaddy's success has been built on the continued high demand for the world's best selling cart, the Freeway; a franchise that continues to outsell the rest and sets the benchmark in electric trolley design. The Freeway, combined with a whole raft of exciting new product developments planned for the not too distant future, ensures PowaKaddy continues to lead the way in the electric trolley market.

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