



Keep It Rolling

Down The Road

by Julie Wilson,
Owner of WHEELZ Custom Carts & Accessories



YOUR GOLF CAR IS USED FOR WHAT?

5 Creative Ways Golf Cars Are Used

It may be time to change the term, "golf car" to "everything car" because it seems as if golf car owners are continuously finding creative ways to use their cars to improve their lives in awesome ways. Sure, we still see golf cars on the green, but they are also in the woods, by the lake, and casually cruising through neighborhoods. Your customers are using their golf cars for multiple purposes, which opens doors to maximize golf car marketing potential.

Hunting and Fishing

We have all seen golf cars manufactured to forge new paths and navigate the unknown, but are you marketing these upgrades? Transforming your golf car into a full time hunting buggy is a big commitment, but a few small additions are all you need to convince your customers to take their golf car to the lake or deer stand by next weekend.

If fishing is their thing, add a few PVC pole holders to the back of their car. Now they are ready to back up to the water or the dock and fish the day away with a small custom upgrade.

No need to drive or hike to the local hunting spot. Add some off-road tires, a golf car gun rack, and a cooler of drinks and any golf car can double as a hunting buggy. With a touch of camo and a roof rack, there is no limit to the game you haul home.

Exploring

We all get set in our routines and sometimes we find that we aren't stopping to smell the roses. Encourage your customers to veer off the sidewalk and explore the gravel trail at the end of the road. Drive over to neighboring communities and check out the landscaping.

Golf cars allow us to travel farther and faster, but still be out in the fresh air taking in the sounds, smells, and sights of our environment. It is amazing how much there is to experience when we deviate from our daily routines and explore a bit. A few upgrades will have your customers exploring.

Business Use

We love our personal golf cars for golfing and cruising around our neighborhoods, but have you thought about how golf cars are used to improve businesses? Here are just a few different types of customers you may be forgetting about:

- Real Estate. Not only is the use of a golf car professional, realtors can provide a more personal experience when they immerse their clients in a community with the use of a golf car. Showing multiple properties within a community is simple and fun when a golf car is used.



- Photography. Provide multiple locations for outdoor photo shoots with the use of golf cars. Hop on the car and travel from site to site with ease.

- Advertising. Don't allow your golf car to sit in your garage all day when you can use it to advertise your small business. By hanging a banner, flying some balloons, and parking the golf car out front, you have created a unique marketing attraction.

Events

Planning an event like a reunion or a wedding?

Many times, offsite parking is necessary for large events and golf cars are the perfect solution. No one likes walking distances in fancy clothes and uncomfortable shoes, especially in extreme temperatures, rain, or snow. Provide an upscale experience using golf cars to transport guests from their vehicles to the front door.

Socializing

Where there is one golf car, there are usually more. Hanging out in golf cars is a great way to socialize with friends and meet new customers. Every Friday night during football season, the local high school end zone is crowded with the golf cars of former players and students huddled up to cheer on their team. RV parks have areas where everyone seems to gather on golf cars enjoying a cocktail or listening to music. Many gated communities also have gathering places for residents on their golf cars showing off their latest customizations. Get out to rekindle friendships and meet new people. Golf cars are the perfect ice breakers.

Think outside of the box to reach new customers using golf cars in new ways.

Julie Wilson, Owner of WHEELZ Custom Carts & Accessories, was one of the industry's first online retailers of golf cart parts, when she founded her business in 2008. Julie's eCommerce store, www.WHEELZLLC.com remains a popular online shopping experience for innovative golf car parts and accessories.