



**Date: 6th August 2008**

**TRADE PRESS RELEASE**

## **POWAKADDY TEAMS UP WITH GOLFERS WORLD B.V.**

*Market leading electric trolley brand partners with one of Europe's leading golf distributors*

PowaKaddy, the #1 name in powered carts, has formed a partnership with Dutch golf distributor Golfers World B.V. Having recently reported some very strong sales numbers for the month of June, PowaKaddy becomes the first electric trolley brand within Golfers World B.V. portfolio and is confident of maintaining a strong sales performance as a result of this partnership.

Founded by Rinus Goor in 1989, who started his career as a PGA Professional in 1973, Golfers World B.V is now classed as one of the top golf distributors in Europe working with numerous brands including Bag Boy Golf, Ben Sayers, Adams Golf, Polo Ralph Lauren Golf, Bennington Golf and Glenmuir. Golfers World B.V currently has over 250 accounts; including 99% of all on-course Pro shops throughout Belgium and Netherlands.

Simon Homer, PowaKaddy's Sales Director said: "This is a very exciting partnership for PowaKaddy as it gives us a great chance to put the brand in front of a new audience with the support of one Europe's top distributors. We are really looking forward to working with Golfers World B.V. and forming a long-term relationship with them."

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