



LATEST NEWS

RESEARCH AND DEVELOPMENT

HOW THE SPORT WAS MADE



**INSIGHT FROM THE TOP**  
We spoke to Simon Homer, Powakaddy group sales director, about how the Sport was developed and why it's so impressive.

**Was the brief for designers all about ease of use?**  
The brief always starts with consumer research to ensure we address a need. Our research suggested there was an opportunity to enhance the ergonomics of the handle and the speed control. That was our specific challenge.

**Why should our readers buy this new trolley?**  
The unique selling point is ease of use. In our view the design of the soft grip handle, the built-in responsive speed control roller and the digital distance function make it the most user friendly design on the market. We also believe that Sport is the best looking trolley out there too.

**Why has the Sport appeared so soon after the Touch?**  
It is important we keep innovating. If we have a new product ready with genuine benefits for the golfer, we will launch it. Sport is not a replacement for Touch and as the market leaders it is important we have a variety of products that address the needs and budgets of all keen golfers.

**Why was the Touch technology not used in the Sport?**  
The complexities of Touch'n'Go technology bring with it some design challenges hence the straight tube design. The new Sport is a very different proposition – the sleek curved lines are very important to the overall performance and look and we believe its increased functionality addresses a different consumer need.

**How long did it take to develop the new product?**  
It has been designed, tested and refined for 18 months.

**What are the differences between the Sport and Freeway II and why is the new trolley better?**  
We have kept all the best features of the FWII – the stylish, aerodynamic frame, whisper quiet motor, lightweight lead acid and lithium battery options to name but a few. We have updated the design of the handle and opted for an easy-to-use roller mechanism to control speed. The Digital Distance Function is now a stand-alone switch for quick access.

**Reliability is a key factor for purchasers. Can the Sport model withstand the rigours of regular play?**  
You are right the product needs to be robust in every way. The new Sport has passed a rigorous testing procedure with flying colours both in the laboratory and on the course. The Sport also comes with a two-year warranty.

EQUIPMENT

**SECURE BAG**  
The padded bag stay helps to reduce that always annoying bag twist and hold all Powakaddy bags in the correct position.



**MAIN FRAME**  
The aluminium frame of the new Sport trolley is both stylish and lightweight, so you can take it on the course safe in the knowledge it will look good, perform well and not strain your back lifting it from the boot of your car.

**WHEEL SPIN**  
The Sport comes with removable sport wheels as standard. If your course gets boggy, you can also buy wide and winter wheels.

{TG FIRST LOOK}

# LIGHTEN YOUR LOAD

Powakaddy's new Sport trolley is designed to offer the ultimate ease of use

Powakaddy have forged an enviable reputation in the electric trolley sector and their new Sport model boasts phenomenal ease of use.

In fact, even the technologically-challenged TG Equipment team were able to get it working in a matter of seconds, with the simple three-way folding process a joy to work with.

It also folds up pretty small too, so even if your car has a small boot, there's a good chance the new Sport will fit in it.

The Sport has been designed with a powerful 200-watt motor which is incredibly quiet. It will also get you up even the steepest of hills.

The trolley weighs in at 9kg, so it's light and easy to manoeuvre and if you go for the Lithium

battery option it only weighs an additional 2.5kg. Traditional lead acid batteries are available too, but obviously the 18-hole and 36-hole options are considerably heavier.

Powakaddy engineers have also paid special attention to the handle on the Sport, with a new ergonomic soft grip handle being designed.

There's a built-in responsive speed control roller with a choice of nine speed settings and a separate Digital Distance Function button that allows you to set your trolley to travel either 15, 30 or 45 yards. Many of these advancements have been made after feedback from users of the Freeway II – the model the new Sport is replacing. Powakaddy are keen to stay on top and have

even made the lithium Sport options cheaper than the Freeway II's – £50 less on the standard lithium and £70 less for the lithium brake.

And although we suspect it won't be a massive factor in whether you buy the trolley or not, we particularly liked the digital clock on the display.

We've all got plenty to worry about on the course – stopping slicing, avoiding thins etc – that it's nice to take the fear of not getting back in time for Super Sunday out of the equation.

▶ The new Sport trolley is available now, priced at £429 (18-hole lead acid), £479 (36-hole lead acid), £649 (lithium) and £729 (lithium brake). For more details visit [www.powakaddy.com](http://www.powakaddy.com)