

# fairways focus

News from Fairways

Autumn 2010



**The world's first hybrid greens mower**  
**New business focus**  
**RJ works with Legends**

Scotland's appointed dealer

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JACOBSEN**  
A Textron Company



## The world's first hybrid greens mower

Ransomes Jacobsen has launched a world first in greens mowing, with the arrival of the Hybrid Jacobsen Eclipse™ 322.

The hybrid technology in the Eclipse 322 combines a Kubota 13.3 hp 2-cylinder liquid cooled diesel engine with a 48-volt 5.8 kW continuous generator, which provides electric current to power the 2.2 kW AC traction drive motor and the three 0.97 kW DC reel drives.

The 322 is a radical departure from the hydraulically driven machines of the past 40 years and is like nothing else in its class.

Using electric motor technology means that the Eclipse 322 is totally free of hydraulic oil - and that means NO leak points, NO broken hoses, NO hydraulic fluid trails across greens and NO hydraulic maintenance costs. Additionally, thanks to its electronic control, it can be customised to meet the specific requirements of any golf course, providing cutting consistency on all types of greens, irrespective of the operator.

**Richard Comely, Ransomes Jacobsen's product manager said,** "This machine is a world first in greens mowing. It uses a hybrid system utilising an internal

combustion engine and electronic technology to provide power to both the drive wheels and the cutting cylinders. Electric motors are more efficient than their hydraulic counterparts, but have traditionally been rather bulky. New technology provides more power in a smaller package, so now we can harness the efficiency of the electric motor. Our tests have proven that we can expect an average reduction in fuel consumption of 43%. We have calculated that the Eclipse 322 can save operators an average of 180 gallons of fuel a year (based on an annual 900 hours of operation). When you consider the reduction in hydraulic oil and filter waste, we believe an owner can expect to save up to 35% on operating costs."

The Eclipse 322 is more than just a ride-on greens mower; it is a Total Greens Management System with Classic XP cutting cylinders, verticutting units, Quick Roll attachments, spikers, Turf Groomer, various rollers, and a powered roller brush. With no hydraulics to consider, it is easier to change these attachments, saving time and increasing productivity.

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# Welcome



Welcome to the latest edition of Fairways Focus, which I hope provides you with an informative round up of what has been happening within our business over the past 12 months.

There is no doubt that these are difficult times for the industry. Within both the commercial and golf markets, budgets are uncertain and finance for many has been more difficult to secure, which presents a number of challenges for operators and suppliers alike.

Despite these pressures, our staff remain motivated and focused and our thanks go to everyone across the business for the efforts they continue to put in. Regardless of the challenges, professionalism and excellence of service are at the heart of our operations. We also offer sincere thanks to all those customers and business partners who have supported Fairways during the past 12 months and we look forward to strengthening these relationships further as we approach 2011.

It is heartening to note that we are seeing the first green shoots of recovery across our industry and we are hopeful that these shoots will flourish during the months ahead.

David Rae, Managing Director, Fairways (GM) Ltd



# E-Z-GO leads the way in Energy Efficiency

**An independent study has recently reported that E-Z-GO's electric RXV golf car is up to 39 percent more efficient than competitor vehicles.**

The study, conducted by Southern California Edison's (SCE) Electric Vehicle Technical Center, demonstrated that the E-Z-GO RXV electric golf car - with its innovative AC drive, full-time regenerative braking and high-frequency PowerWise QE charger - is as much as 39 percent more energy-efficient than traditional DC-powered golf cars.

The tests were conducted at the request of one of SCE's customers, using a test course designed to simulate golf-car usage on an 18-hole golf course. Results from the test course were validated against control tests conducted at actual golf courses.

"Since many golf courses replace their golf cart fleets every three to five years, the opportunity to invest in more efficient technology could show dramatic impacts in charging efficiency over a relatively short time horizon," the SCE report stated.



**E-Z-GO RXV Golf Car.**

E-Z-GO is the world's leading manufacturer of golf cars and utility vehicles and the RXV electric is widely regarded as setting the new standard in terms of best-in-class power, reliability, customer experience and safety. E-Z-GO is a Textron company.

# MAKING A BIG DIFFERENCE

It's funny how the smallest decision can make the biggest difference. For example upgrading to a more powerful, durable ATV that can cope with anything you can challenge it with, and come back hungry for more. Or deciding that you'd like to be able to transport four people in seat-belted ease and then convert the same vehicle into a mover of reassuringly large loads.

It's not always the case that bigger is better, but with the Kawasaki KVF V-Twin range of ATVs and MULE utility vehicles, you can experience the exception that proves the rule.

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## Ransomes Jacobsen works with Legends

The Ransomes Jacobsen brand is synonymous with some of the most famous golf courses in the industry, thanks to exclusive supply agreements which bring the company's world class expertise into use on some of the most famous greens on the planet.

From Pebble Beach in California to Polaris World in Spain, Valhalla in Kentucky and the incredible Legends Golf & Safari Resort in South Africa, Ransomes Jacobsen equipment is exclusively used to keep the courses in the absolute peak of condition.

At the Tiger Woods in Dubai, over £1.5million of golf course maintenance equipment has recently been supplied for its centrepiece, Al Ruwaya Golf Club. Project Director Abdulla Al Gurg said; "The deal with Ransomes Jacobsen is indicative of our continued progress on Al Ruwaya Golf Course. Our attention to detail and dedication to sourcing the best expertise in the world proves our steadfast commitment to the project. Ransomes Jacobsen has been selected for its strong track record and pioneering position in the industry."

At Polaris World in Murcia, the 'special relationship' with Ransomes Jacobsen extends beyond an exclusive supply agreement, as RJ also support the annual scholarship programme which is held at the resort. Run by FEGGA (The Federation of European Golf Greenkeepers Association), the programme offers aspiring greenkeepers the chance to gain the essential training needed to progress into golf course management.

At the Legend Course – with its world famous 'Extreme 19th' hole, which requires a helicopter ride to the tee - Golf Director David Riddle praised the performance of



Polaris World, Spain.

the Ransomes Jacobsen machinery in his fleet, "We've got the new Eclipse walking greens mowers, which have a petrol engine, but with independent electric motors for the drive and cutting cylinder. I particularly like the quality of cut and the ability to set a constant clip rate. I know that all 18 greens will cut exactly the same. We also have LF3400 light fairway mowers which are very good on our undulating fairways and the trim mowers, the AR3 and TR3, perform very well."

Coast to coast and from the orders to the north east, **Fairways** has worked with some key Scottish golf courses over the past 12 months and we would like to thank all our customers for their continued support.



Swanston Golf Club's new fleet.

## Swanston Golf Club takes delivery of new fleet

A few miles south of Edinburgh city centre, in the foothills of the Pentlands, **Swanston Golf Club** is continuing to invest in the course and its facilities with the arrival of a new **Jacobsen Fairway 305** and two **G-Plex III**'s. With five 26" cutting units, the **Fairway 305** four wheel drive mower offers unsurpassed reliability and productivity, with superb traction and reduced turf compaction. Joining the 305 are Swanston's new **G-Plex III** ride-on mowers, featuring a patented cutting unit stabiliser and Jacobsen's exclusive swing out centre unit for ease of maintenance.

Head Greenkeeper **John Gallacher** said; "With a new clubhouse, course improvements, driving range and now a renewed fleet of superior greens machinery, Swanston is well placed to continue its growth in membership. We are determined to provide the best possible conditions for players and visitors and we're delighted to with the support and back up which we receive from Fairways."

## New Jacobsen kit at Lenzie Golf Club

At the 5984 yards **Lenzie Golf Club** near Glasgow, Head Greenkeeper **Gary Burns** has been making good use of the new **Jacobsen G-Plex 3**, which is keeping the greens in excellent condition since it was delivered by Fairways. Offering fine views of the Campsie Hills and Ben Lomond, Lenzie's green keeping team have used Jacobsen equipment for many years and enjoy a long standing relationship with Fairways, who also supplied the course with an **Iseki TG5390** compact tractor.

## Renfrewshire Golf Club add to their Iseki tractors

**Iseki** are also a mainstay of the fleet at **East Renfrewshire Golf Club**, where **Jim Gilmour** and his team rely heavily on their **Iseki TG 5390** and **TG 5470** compact tractors to undertake a wide range of heavy duty tasks. The club has also taken delivery of a new **Jacobsen LF-3800** and this premier light fairway mower has now taken to the challenging par 70, 6107 yards course for the first time.

**Jim Gilmour** commented; "We have used Jacobsen machinery for years and wouldn't use anything else. We have tried going with the competitors in the past but they are no comparison to Ransomes Jacobsen for build quality, performance and ease of maintenance. The team here are really enjoying using our new **LF-3800** out on a course which is synonymous with James Braid at his best."

## Gullane get new mowers

In East Lothian, the team at **Gullane Golf Club** continue to produce the best standards possible with the addition of two **SLF 1880 fairway mowers** to the fleet. Course Manager **Stewart Duff** said; "The **SLF 1880** mower is very light and has a narrower width of cut, which allows us to get into some of the hollows around the greens without sacrificing too much in terms of time. We have had a **Jacobsen LF 4675** turbo fairway mower now for 4 years it has always been reliable and produced a good finish on the fairways. This, along with our relationship with Fairways, gave us the confidence to invest in the **SLF 1880** machines after a good demonstration."



Gullane Golf Club's SLF 1880 fairway mower in action.

## Hamilton Golf Club make major fleet investment

**Hamilton Golf Club** have invested heavily in a new fleet of grounds care equipment which will play a key role in the future development of one of the foremost courses in Lanarkshire.

New head greenkeeper **Bruce Cruickshank**, formerly at Roxburghe Golf Club, continues to place his trust in Ransomes Jacobsen equipment and has welcomed the arrival of an impressive new range of Jacobsen green, fairway and rough mowers plus Iseki and Turfco utility vehicles and compact tractors. Bruce and his team will also be making good use of a new Wiedenmann **Terra Spike GXi 8 HD** and a **Jacobsen Sand Scorpion**.

This prestigious 6,600 yards mature parkland course is set to see some significant improvements in presentation, which will impress players and the green keeping team alike. **Bruce** commented; “Ransomes Jacobsen equipment has always proved itself to be high performing, incredibly reliable and easy to maintain. We benefit from an excellent relationship with the highly professional team at Fairways. Their back-up service is second to none and they have complete trust in the equipment they sell.”



## New fleet additions

In the north east of Scotland, our relationship with **Newmachar Golf Club** continues to grow from strength to strength and the greenkeeping team recently took delivery of an impressive fleet of new machinery, which will be put to the test on both the Hawkshill and Swailend courses.

**Dale Robertson**, Course Manager at Newmachar Golf Club, has welcomed the new additions to the fleet, which include **E-Z-GO RXV** electric golf and range buggies, a **Jacobsen AR-522** rotary mower, four **Jacobsen G-Plex III** ride-on greens mowers, an **LF 3800** fairway mower and two **Kawasaki 4010** mules. He said; “We get great service and support from Fairways and they are always happy to provide us with extra machinery or golf buggies when we need them for our events. In fact, having loaned an **AR 250** from Fairways in for our Pro-AM tournament, we were so impressed with its performance, we decided to buy one for the club.”



**Meldrum House Country Hotel and Golf Club's** new fleet of **E-Z-GO RXV** golf buggies.

## New E-Z-GO fleet arrive at Meldrum Hotel & Golf Club

The **E-Z-GO** brand continues to be the preferred choice for golf courses which want to offer an enhanced player experience. This is certainly the case at both **Inverurie Golf Club** and **Meldrum House Country Hotel and Golf Club**, where Fairways has recently supplied new fleets of **RXV golf buggies** at both venues. Players at Inverurie Golf Club are now enjoying the course's new **RXV electric buggies**, which are backed up by a full maintenance programme from the Aberdeenshire depot. At Meldrum House, **Course Manager Kenny Harper** has purchased a fleet of **RXV electric buggies**, which feature a unique 48 volt AC drive system, giving up to 30% more energy efficiency, 350 fewer parts and a full time regenerative braking system.

## Peterhead expand their kit



**Peterhead Golf Club** take delivery of their new fleet.

Heading further north, **Fairways GM** is the preferred partner for **Peterhead Golf Club** and the greenkeeping team have been making good use of the new additions to its fleet, including a **Jacobsen LF 3400** fairways mower, an **AR250** turbo rotary mower, a **Turfco 1530** trailed top dresser, a **G-Plex III**, an Iseki tractor plus new **E-Z-GO** golf buggies and **MPT** workhorses.

Head Greenkeeper **Hugh McLatchie** is particularly impressed with the performance of the **AR250** and he commented; “It's tremendous machine and the Club is delighted with the finish it gives. It has made a huge difference to the rough on the course.”

**Fairways** continues to strengthen its links with the local authority sector and has worked with municipal clients throughout Scotland over the past 12 months. Here are some of the highlights of the past year.



Falkirk Council's new Parkway 2250s.

## New Ransomes mowers for Falkirk Council

Fairways has delivered eight new **Ransomes Parkway 2250** mowers to **Falkirk Council**, which are proving to be a welcome addition to the local authority's hard working fleet. Widely regarded as setting the benchmark for municipal mowers, the **Parkway 2250**'s quick cutting speeds, wide working width, 4-wheel drive and 33hp diesel engine allow this heavy duty cylinder mower to maintain longer grassed areas with ease, cutting an impressive 2.31 hectares per hour.

**Eric Shanks**, Fleet Manager at **Falkirk Council** said; "We're very pleased with the performance of the **2250s** on our municipal parks and playing fields and we have benefited from excellent support and some overhauling of the fleet from Fairways."

## Fairways secure relationship with Perth & Kinross Council

In the central belt, Fairways successfully secured the tender with **Perth & Kinross Council** to supply grass cutting equipment to the grounds maintenance team, supported by an ongoing service package. The deal covered the hydraulic **TG® range** by Ransomes, with three **TG3400s** and two **TG4650s** now tackling the local authority's parks, playing fields and grass verges. Quick to attach and disconnect from the tractor unit, the **TG® range** is popular with local authorities, grounds care contractors and turf growers as the cutting units can be folded in various configurations to suit the terrain being maintained.



Hydraulic TG® Range at Perth & Kinross Council.

**Bill Morton**, Fleet Manager at Perth & Kinross Council said; "We used our new **Ransomes TG® mowers** for the full cutting season during 2009 and they rose to the challenge very well. We're delighted with the performance and reliability of these machines and the servicing schedule undertaken by Fairways means that they run in tip-top condition."

## Highland Council delighted to extend Fairways contract

Fairways is delighted that its fully inclusive grounds maintenance contract with **Highland Council** has been extended further. The company will continue to supply the local authority with its entire fleet of grounds maintenance equipment as well as providing servicing over a geographical area which is equivalent to the size of Belgium.

**Willie Macpherson**, Fleet & Maintenance Manager at **Highland Council** said; "The contract has worked very well for us over the past three years and we are delighted to extend it further. **Fairways** provide us with excellent service and support and are flexible and responsive in their approach. We're looking forward to working with the **Fairways** team during 2010."





Dundee Council's new Wiedenmann Terra Spike XF8.

## Dundee City Council invest in new ground care machinery

Staying in central Scotland, **Dundee City Council** has made significant investment in its grounds care machinery over the past few months. **Fraser Chrichton**, Plant and Vehicle Officer, has continued his 20 year relationship with Ransomes with the recent addition of 10 new **HR300T** rotary mowers to the fleet.

He commented, "With our wetter summers, we found our cylinder mowers weren't performing as we would like, especially in tackling long, wet grass. With our new hydraulically driven **HR3300s**, we're now much better equipped for the season. We've worked with Fairways for a long time and they're back up service, training and parts are second to none."

Also in Dundee, **Douglas Barr**, Assistant Parks Operations Manager has welcomed the arrival of a new Wiedenmann **Terra Spike XF8**. This ground breaking deep aerator boasts a working depth down to 275mm and a productivity of more than double that of conventional spikers together with hydraulic depth control feature.

"We used the smaller **Terra Spike G160** on our bowling and golf course greens and had great success with it. Because of this, we decided to go for the larger **XF8** to tackle our parks, playing fields and football pitches, including the golf course fairways on our two public 9 and 18 courses. We have been very impressed with the speed and productivity of the **XF8**, which has provided itself to be an incredibly reliable, high performance workhorse." commented Douglas.

## East Ayrshire receive new Jacobsen mowers

The Outdoor Amenities team at **East Ayrshire Council** have been putting their two new **Jacobsen LF 3800** fairways mowers through their paces over the past few months. With more power, larger cutting units and easy maintenance, the **LF 3800** is one of the premier light fairway mowers on the market. In **East Ayrshire**, the new machines have been cutting for up to five hours per day throughout the season on the Council's two 18-hole golf courses, **Annanhill** and **Caprington**.

**Nick Kelly**, Assistant Operations Manager commented; "We have used the **LF 3800** before and it continues to impress with the quality of cut, ease of use and reliability. These machines are extremely robust, highly productive and perform extremely well. As part of the lease sale agreement, Fairways provide our team with Induction Training, which they will undergo again in the spring of next year prior to the start of the next cutting season. This ongoing support makes all the difference in ensuring that we get the best out of the kit in our fleet."



## Highway 3's take centre stage at Midlothian Council

At **Midlothian Council**, **Justin Venton**, Operations Manager – Landscape Services is ensuring that his team get the very best from their new Ransomes **Highway 3** mowers. Taking class leading characteristics from its two successful stablemates, the **Highway 2130®** and **Parkway 2250®**, the new **Highway 3** provides local authorities and commercial contractors with a highly manoeuvrable, light in weight triplex cylinder mower which provides outstanding performance and productivity. Its wide cutting width, swing-out centre cylinder and 4 wheel drive on demand allows the new **Highway 3** to take municipal to the next level.

# Ransomes Jacobsen invests in its Industry Partners

The saying that you can tell a lot about a man by the friends he keeps is as true in the business world as it is in private life. That's why Ransomes Jacobsen invests heavily in its industry partners, ensuring that the company remains a global leader and an example of best practice.

Since 2006, **Ransomes Jacobsen** has been the Official Turf Equipment Supplier to the PGA. On the other side of the pond, Jacobsen – the US sister company of Ransomes Jacobsen in the UK - is the Official Turf Equipment Supplier to the PGA of America and to PGA Golf Properties. These partnerships allow Ransomes Jacobsen to extend their expertise throughout the world of golf and to reinforce the company's commitment to the game.

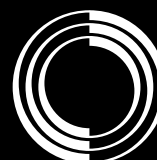
Similarly, Ransomes Jacobsen is delighted to be an international patron of the ground-breaking **GEO** (Golf Environment Organisation) and is the sole corporate sponsor of the new Sustainability Guidelines for Golf Developments, which will be launched during 2010 in St Andrews. These guidelines set out a new and more sustainable model for golf facility planning, design and construction covering areas such as energy, ecosystems, water, land use planning and cultural heritage. Ultimately GEO hopes to bring developers, architects, planning authorities and governments onto the same environmental page and drive the sustainable growth of the game.

GEO is a non-governmental worldwide organisation which seeks to enhance the economic, social and environmental benefits of golf, thereby promoting the environmental sustainability of the industry. As an international patron, Ransomes Jacobsen has endorsed the NGO's flagship project: GEO Certification - the world's hallmark for sustainable golf. The RJ National in Ipswich has just completed the Certification process and is one of the first

courses in the UK to achieve this global environmental recognition, along with Gleneagles, Loch Lomond and 2010 Ryder Cup venue Celtic Manor (pictured above).

**David Withers**, Managing Director of Ransomes Jacobsen, is proud to be supporting golf's leading environmental **NGO** (non-governmental organisation) and is determined that the company's product line continues to lead by example: "Buying RJ products is an investment in the highest quality machinery, backed by cutting edge service and delivered by a sustainable supply chain that drives environmental efficiency through our entire operation. We are continuously challenging our suppliers to deliver the finest quality materials that embody the minimum environmental impact for maximum value. This is good for our business, good for your business and important to the future vitality of golf."

"And there's no doubt that the Golf Environment Organisation will play a vital role in that future. The golf industry needs a strong, dynamic environmental partner and programmes such as GEO Certification will help to ensure that all our efforts receive wide acclaim."



**GOLF  
ENVIRONMENT  
ORGANISATION**

# New demo fleet takes to the road

Ransomes Jacobsen has invested in a new, dedicated product demonstration team to promote the company's range of turf care products to the golf and municipal sectors across the UK and Ireland.

This new team consists of three demonstrators equipped with 18 tonne Volvo FLH 290 rigid bodied trucks with beavertail platform, hydraulic folding ramps and a 3.5 tonne electric winch. Ian Bridges, Product support Specialist for Scotland and Ireland is the fourth member of the team and will operate with a 4x4 vehicle and dedicated trailer.

Rupert Price, UK & Ireland sales manager at Ransomes Jacobsen said, "We have been contemplating this approach to product demonstrations for some time and felt that now is the right time to invest the resources needed to bring it in-house. We are determined to achieve a significant increase in market share over the next four years across all sectors and our new team will ensure that all our customers enjoy demonstrations of the highest quality, giving us the best possible chance of winning business."



Ransomes Jacobsen's demonstration team with their new Volvo trucks.

## Arnold Palmer renews Jacobsen contract

Ransomes Jacobsen continues to cement its relationship with some of the biggest global names in golf with the news that golf legend Arnold Palmer has renewed his exclusive turf maintenance agreement with Jacobsen through to 2014.

The agreement with Arnold Palmer Enterprises covers the renowned Bay Hill Club and Lodge and the Arnold Palmer Design Company (APDC) properties in Orlando, Florida, along with the Latrobe Country Club near Pittsburgh. As a result of the renewed contract, Jacobsen will offer competitive terms on all products supplied to APDC clients, ensuring that their courses are maintained to the peak of perfection.

"I am very proud of my long-standing association with the Textron family of companies – Jacobsen, E-Z-GO and Cessna." **Arnold Palmer**

"I have enjoyed working with the various companies for many years and remain a Textron fan because of the unmatched innovation and quality of its equipment as well as the top notch service. All of these qualities are extremely important to me when I purchase equipment or make recommendations to my golf course clients and no one does it better." Palmer said.



Bay Hill Club and Lodge.

**E-Z-GO** – also a Textron Inc Company – has an exclusivity agreement with Arnold Palmer Enterprises and supplies each facility with golf cars. Palmer's preference for Textron manufacturing goes beyond his love of the game of golf. He also flies a Cessna Citation X, which he still pilots himself at the age of 80.

# Top marks for Sportsgrounds

Fairways Sportsgrounds is the sports construction arm of the Fairways Group and sister company to Wiedenmann (UK) and Fairways GM.

The team boast considerable expertise in the laying of both natural and synthetic grass sports surfaces and work with professional and amateur clubs, local authorities, contractors and private clients on a wide range of new builds. **Sportsgrounds** also works on existing pitches, fields and golf courses to raise the standard of construction and presentation to current requirements.

The team has completed a variety of exciting projects over the past 12 months, including its second project for **SoccerWorld** in Ruchazie and completion of a second Federation of International Hockey-approved synthetic pitch for **Mary Erskine and Stewart's Melville Schools** in Edinburgh. The pitch features the newest Edel Grass carpet technology plus ball stop kickboards, secure perimeter fencing and extensive access pathway constructions. Floodlight provision means the school can extend the use of the facilities into night play.

Hockey appears to be the flavour of the month, as the Fairways Sportsgrounds team have also installed a world class hockey pitch at the sportscotland National Centre in Inverclyde. The new installation is a revolutionary water-based hockey pitch using the Triple-T™ synthetic



The new pitch at Mary Erskine and Stewart's Melville Schools.

turf system by EdelGrass, Fairways Sportsgrounds' carpet partners. This ground breaking installation is the first in the UK and only the third in the world.

Fairways Sportsgrounds is delighted to have been approved by Constructionline and is now on the UK register of pre-qualified suppliers for construction contracts.

Constructionline is a Government initiative, part of the Department for Business Innovation and Skills.



## Parts... they're genuine for a reason

Fairways has an extensive stock of genuine parts for the complete Ransomes Jacobsen product range.

A delivery service is available or parts may be collected from our stores.

For more information contact us on  
**0141 814 3360** or **01577 865586**  
email [parts@fairwaysgm.com](mailto:parts@fairwaysgm.com)

# And the awards keep coming...

Fairways GM were delighted to receive the Ransomes Jacobsen Service Dealer of the Year Award at the Annual Dealer Awards Dinner last autumn.

Held at The Oakley Court near Windsor, Fairways GM received the award from **Jason King**, Ransomes Jacobsen's Customer Support and Training Manager, who said; "Fairways show true commitment to training their own staff, they communicate regularly and efficiently with Ransomes Jacobsen and keep us well informed about any potential issues or problems. Their feedback is always accurate with great attention to detail. Well done to everyone on the Fairways team".

**David Rae**, Managing Director, Fairways GM said; "This is the first time that we have won the Service Dealer Award and we are truly delighted. Way back when we started the Fairways Group of companies, service was the bedrock of



Jason King presents the award to David Rae.



our operations and this remains the case today. We have invested heavily in the systems, people and infrastructure to allow us to deliver the very best. To be recognised for this by Ransomes Jacobsen is a real achievement and further positions Fairways as the leading service provider throughout Scotland."

## Fairways Group focuses on Core Values

The **Fairways Group** has officially launched the company's Core Values. These Values define the qualities which we work by and the path that we want our business to take.

As the Group continues to grow, it is important that our culture remains undiluted. It is the key to our success. We have started a series of roadshows to communicate the Core Values to all staff so watch out for one near you very soon.



## North and South...

**Fairways GM** continues its commitment to delivering exceptional on-the-ground service with the appointment of **Andrew Moir** as North East Service Manager, based at our Aberdeen depot. With over 15 years experience in the industry, Andrew's remit is to ensure continued growth of our service offering in the north east of Scotland.

Moving south, Fairways GM also welcomes the appointment of **Simon Forsyth** as Field Service Engineer for the Borders region. Based in Eccles near Kelso, Simon boosts the ability of Fairways GM to deliver high levels of local service to customers across Scotland, where speed of response and expertise are vital.

Our customers now benefit from our fully stocked workshops in Aberdeen, Inverness, Kinross, Eccles and Inchinnan, all with grinding facilities and trained Ransomes Jacobsen qualified engineers available to work on anything from breakdowns to winter overhauls and scheduled annual servicing.



## New products from Wiedenmann

**Wiedenmann (UK)** are the sole supplier of Wiedenmann sportsground maintenance equipment throughout the UK. With some of the most technically efficient and innovative machinery in the industry, Wiedenmann has set the world standard for high performance aeration, with the innovative 'Terra Spike' range leading field.

Wiedenmann (UK) Ltd has now welcomed four new machines to the portfolio. The **Terra Spike GXi8 HD** now features a 1.8m working width, offering an unparalleled combination of effective working depth and speed which is set to revolutionise aeration of fine turf and sports fields.

For surface conditioning, there's the new **Terra Float** (pictured above), **Terra Seed** and **Terra Slit** - three productive maintenance machines aimed at the whole professional grounds care market.

Also available is the new **Pro-Cast PC3** bulk top dresser, with a working capacity of 2750 litres, and a spread of up to 16m, even when distributing wet material.

**David Rae**, Managing Director of Wiedenmann (UK) Ltd said; "Our network of dealers are very impressed with the latest additions to the portfolio sales are already very encouraging."

## Fairways GM restructure

As we prepare for the next stage in the development of the Fairways Group, we have undertaken a restructure of the sales function at Fairways GM, with **Ray Crawford** taking on the role of Company Sales Manager, with responsibility for all sales across the business. Director **Bill Smith** is focusing his skills on servicing 20 key local authority clients.

Ray is also responsible for our **Kinross office** and has overseen a host of changes to the administrative function at the site, with a new telemarketing programme now in operation, plus improvements to databasing and the presentation of quotes and tenders.

Supported by a very able and dedicated sales team, Ray also benefits from the expertise of **Wilson Morrison**, who has taken on a business development role. With the North East territory to cover, including depots in Aberdeen and Inverness, Wilson has a broad remit and also offers support to his sales colleagues across all regions.

Commenting on the restructure, **Ray Crawford** says; "We have set ourselves some bold targets in terms of where we want to take the sales function at Fairways GM but I am confident that we are putting everything in place to achieve them. We have excellent sales and admin teams and we are looking at new opportunities for achieving growth, such as our recently appointed network of Iseki sub dealers for



Sales Manager Ray Crawford.

the Lawn & Garden Range. The green shoots of economic recovery present real potential for us and I am looking forward to working with our team to achieve the results we're looking for."

**Fairways GM** also benefits from the support of **Ian Bridges**, Ransomes Jacobsen Regional Sales Manager for Scotland and Ireland. Ian supports the Fairways GM sales team in both the golf and commercial sectors, assisting with demonstrations and other support selling activity. Also on board is **Nick Brown**, Ransomes Jacobsen UK and Ireland Corporate Account Manager – Golf. Nick is responsible for key accounts in the golf sector, including new business generation with specialist golf management organisations.

## Iseki Sub Dealers open up new avenues

In the previous issue of Fairways Focus, we introduced the new Ransomes Lawn and Garden Range, a selection of high quality grounds care products aimed at country landowners, small contractors and private customers with large gardens.

Featuring a choice of five pedestrian cylinder mowers, two rotary mowers and trailed and mounted gang mowers, plus **Iseki ride-on compact tractors** and highly adaptable E-Z-GO utility vehicles, the Lawn and Garden Range offers the highest standards of engineering, performance and reliability from the Ransomes Jacobsen stable.

**Fairways GM** is currently establishing a new network of **Iseki** sub dealers across Scotland to sell products from the Lawn and Garden Range and those already onboard have seen great success with the new **Iseki SXG15** compact ride-on mower. Designed for the high-end consumer or smaller grounds care contractor, the SXG15 has had a very successful season and secured a competitive position for itself in the marketplace.

Virtually maintenance free, the two cylinder, 10kw quiet diesel engine offers excellent fuel economy, with a two pedal, hydrostatic drive system which is virtually effortless.

Over the next few months, Fairways GM plans to increase its network of Iseki sub dealers, ensuring that the innovative Ransomes Lawn and Garden Range reaches the widest possible audience.





# We've got Scotland covered

Director

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**Ray Crawford**

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Please contact our Kinross Depot on **01577 865586** to get in touch with your Area Sales Manager

 Fairways Depots



Scotland's appointed dealer



Fairways (GM) Ltd.

**Glasgow Depot & Office** West Yonderton Walkinshaw Rd Inchinnan Renfrew Scotland PA4 9LP **Tel: 0141 814 3360**

**Kinross Depot & Office** Bridgend Industrial Estate Clashburn Road Kinross Scotland KY13 8GB **Tel: 01577 865586**

**Aberdeen Depot** Littletown By Sauchen Aberdeenshire Scotland AB51 7PD **Tel: 0800 028 1700**

**Inverness Depot** 55a Shore Road Inverness Scotland IV2 2NF **Tel: 0800 028 1700**

**Eccles Depot** Eccles Garage Eccles Kelso TD5 7QS **Tel: 0800 028 1700**

# New Ransomes Highway 3 in the Spotlight



Ransomes Jacobsen wowed delegates at last year's IOG Saltex with the launch of the Highway 3™, a new triplex cylinder mower specifically designed for municipal and commercial contract applications.

Inspired by the existing **Highway 2130** and the award-winning HR-3300T rotary mower, this new four-wheel drive machine is powered by a 33hp turbocharged Kubota diesel engine which, combined with a 6.7 percent weight reduction over the current Highway 2130, gives a class leading power to weight ratio of 27hp per tonne (20kw per tonne). Less weight drives improvements in fuel efficiency, resulting in reduced operating costs.

In a first for a mainstream municipal mower, the **Highway 3** features a swing-out centre cutting unit - a principle adapted from the **Jacobsen G-Plex III** golf greens mower - which has been designed to withstand the rigours of commercial operation whilst providing easy access for adjustments, servicing and major annual maintenance.

Commenting on the new mower, Managing Director, **David Withers** said, "We have listened to the marketplace when they told us they wanted a mower that retained all the attributes of our Highway and Parkway machines, but with less weight than our competitors. We have worked diligently to provide the sector with the machine they require; state-of-the-art ergonomics for operator comfort, storage space, easy access, ease of maintenance, less weight and reduced whole-life operating costs. We are delighted that we were able to launch and showcase the Highway 3 at SALTEX 2009."