

Volvo in Golf



Our research shows that one Volvo owner in every five plays golf and with approximately 2.5 million regular golfers in the UK we believe golfers are an important target market.

Golf provides an excellent vehicle to develop relationship marketing and Volvo has recognised this through our 22 year heritage in supporting professional and amateur golf worldwide.

Our 2012 Volvo in Golf programme in the UK provides several opportunities for dealers to not only entertain existing and potential customers but also to get involved with local golf clubs and the potential customers they provide.

The 2012 Volvo in Golf programme includes:

- **Volvo Dealer Golf Challenge**
- **Volvo National Golf Club Challenge - supporting Help for Heroes**
- **Volvo Amateur Golf Tour**

From these events golfers qualify for the Volvo in Golf UK Final at the world renowned Turnberry Resort, Scotland between Friday 19th and Monday 22nd October 2012. The ultimate prize is a place in the Volvo World Golf Challenge in January 2013 (venue to be confirmed), but this year it will be played at the fabulous Fancourt Resort in George, South Africa in January 2012.

Volvo Dealer Golf Challenge

The Volvo Dealer Golf Challenge is a series of five golf days which provide the opportunity for dealers to entertain existing and potential customers at premier golf venues at a heavily subsidised price.

The dates and venues for the Volvo Dealer Golf Challenge events for 2012 are as follows:

- **Marriott St Pierre, Chepstow, Gwent - The Old Course** - Monday 4th June (option to play practice round on Sunday and D,B&B on Sunday night 3rd June - all inc £85);
- **The Belfry, Sutton Coldfield, West Midlands - The Brabazon Course** - Wednesday 13th June;
- **Formby GC, nr Southport, Merseyside** - Tuesday 7th August;
- **Wentworth, Surrey - West Course** - Friday 24th August;
- **Fifth event - date and venue TBC.**

- The itinerary for each day includes coffee and bacon rolls on arrival, mid-morning tee time with a meal and prize presentation after the golf with guests departing at approximately 6pm.
- The playing format for each event is individual stableford with full handicap allowance.

- The events are open to Volvo Dealers and their guests at £85 per person. Each Volvo Dealer is invited to enter up to four players but more spaces may be available depending on demand.

- The winner of each event will qualify for the Volvo Amateur Tour UK Final to be played at Turnberry in October 2012.

- The dealer guest will have the opportunity to qualify for the ultimate prize of a place representing the UK in the Volvo World Golf Challenge in January 2013. The 2012 final is being staged at Fancourt in South Africa. One of your customers could become a world champion.

"I am truly over the moon that I won and slightly shocked, it was just a perfect day and I have not enjoyed a day or a game of golf like that for a long time. The course was amazing and the event was well organised, great atmosphere and good company." Rob Fiddler, winner at The Belfry in 2011 and guest of Tollbar Volvo in Warwick.



To enter or for additional information please call **0845 466 2222** or email **info@volvogolf.co.uk**

Volvo National Golf Club Challenge



SUPPORTING HELP FOR HEROES



Volvo is proud to be the title sponsor of the **Volvo National Golf Club Challenge** which brings thousands of golfers from clubs throughout the UK together in June to demonstrate their support for our injured service men and women.

In 2011 approx 9,000 golfers competed from 200 different golf clubs and in excess of £80,000 was donated to H4H.

There is an opportunity for dealers to use the VNGCC to develop a relationship with their local golf club/s, a source of potential new customers. The following are examples of how the dealership can support the event:

- Car display on the day of the event at the golf club;
- Sponsor the prizes, refreshments etc on the day;
- Provide a weekend use of a Volvo as a prize;
- Service golfers' cars during the day while they play golf;
- Help organise fund raising events in conjunction with the golf club – eg an event at the dealership whereby members are invited to attend;

Dealers will be contacted by the organisers of the VNGCC to inform them of which local golf clubs are taking part.

Volvo Amateur Golf Tour

The Volvo Amateur Golf Tour is a series of professionally organised events which provide an opportunity for amateur handicap golfers to play competitively in a relaxed and friendly atmosphere on some of the UK's most renowned championship courses.

The Tour has its own order of merit and approximately 60 golfers at the end of the season will qualify for the Volvo UK Final in October 2012. The winners in Turnberry will qualify to play in the Volvo World Golf Challenge in January 2012.

Volvo owners and drivers are entitled to complimentary Tour membership but entry fees are not discounted.

You can view the full schedule at www.volvogolf.co.uk or call **0845 466 2222** or email info@volvogolf.co.uk

Volvo World Golf Challenge

In addition to its sponsorship of professional golf, Volvo supports a worldwide programme for amateur golfers known as the Volvo World Golf Challenge the final of which coincides with the Volvo Champions European Tour event.

In January 2012 approximately 50 amateurs from 26 countries worldwide, including 7 from the UK, will compete in the Volvo World Golf Challenge in Fancourt, South Africa. This unique event gives amateur golfers a once in a lifetime experience to play 18 holes alongside world class professional golfers in a major European Tour event.

One of your customers could win the experience of a lifetime and become a world champion.



Full details of the Volvo in Golf events can be viewed at the website www.volvogolf.co.uk