



UTILITY VEHICLES APPEAL *to the* MASSES

Versatile and Durable, Utility Vehicles Are Being Spotted Everywhere

by Robert M. Laveau

Although most turf professionals know that "UV" is the common abbreviation for utility vehicle, it would be no surprise if it also stood for "Unmatched Versatility." Think about it—not too many pieces of equipment can go from conditioning sports fields to putting out fires to transporting injured athletes from the field. By combining compact frames, excellent maneuverability and a variety of attachments, utility vehicles have an impressive repertoire that make them coveted by everyone from golf course superintendents to movie producers.

Utility vehicles have so many applications simply because there are a number of design features and attachment options that make them nothing less than necessary for the turf industry and beyond. These special features give consumers the opportunity to choose from many different models of UVs to find the right vehicle for their specific needs. Incorporate a variety of attachments like utility carts, tool holders, aerators and medical units, to name a few, and the UV can be completely customized.

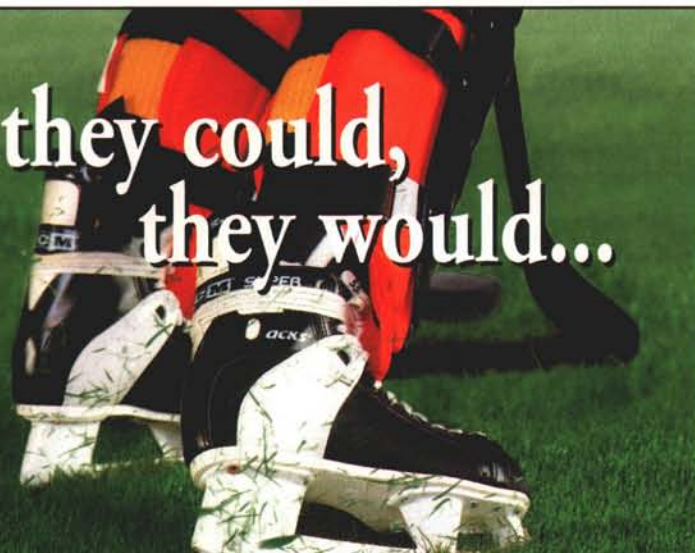
Buyers of utility vehicles can be as diverse as the vehicles themselves. The numerous designs and attachments for UVs make it easy to understand why professionals like golf course and ball field superintendents, farmers and landscape contractors want these machines. Manufacturers of utility vehicles are now producing electric utility vehicle models for golf course personnel who need to move quietly around the course or grounds crews who need quiet vehicles for work on a college campus. Equipment like high flotation tires ensure minimal ground compaction when driving on sensitive turf. These features appeal to sports turf managers and grounds maintenance crews, while attachments like seeders and sprayers are popular with farmers.

"The consumer base for utility vehicles has grown significantly



Courtesy of John Deere


A durable utility vehicle, customized to your specifications, can save time, money and energy.



**If they could,
they would...**

Play their game on Thomas Bros. Grass

That's because they know Thomas Bros. grows and installs the finest quality turf grass for golf courses and sports fields. With 17 different turf varieties, Thomas Bros. can provide durable, attractive playing surfaces for any grass field (sorry, hockey!)



Call Today 888-New-Grass
A Turfgrass America Company

Call 1 (800) 817-1889 use **Fast Fax #1340500** and/or Circle **134** on Inquiry Card.

in the past few years thanks to the creativity of engineers and designers who have developed models for specific industry needs," said Dave Larson, general manager, John Deere Vehicle Group. "We are concentrating on developing models and attachments that make [utility vehicles] a necessity not only in the turf world, but also in the eyes of commercial professionals and the general public."


To truly personalize a utility vehicle and diversify its applications, owners have invested in the many available attachments. Here are a few of the options manufacturers are offering:

- Utility carts
- Tool holders
- Racks with pins and key locks
- Front blades
- Sprayers
- Seeders
- Top dressers
- Aerators
- Line markers for athletic fields
- Ball field and drag finishers
- Water rangers
- Medical units
- LP gas conversion kits

STMA President Rich Moffitt, director of grounds and materials management for St. Louis University, has seven UVs in his equipment arsenal, and finds them invaluable for their time saving capabilities.

"Our utility vehicles are very important for getting crew members around," Moffitt said. "Instead of walking, they can get where they need to be by driving, which is so much faster and allows us to get so much more done."




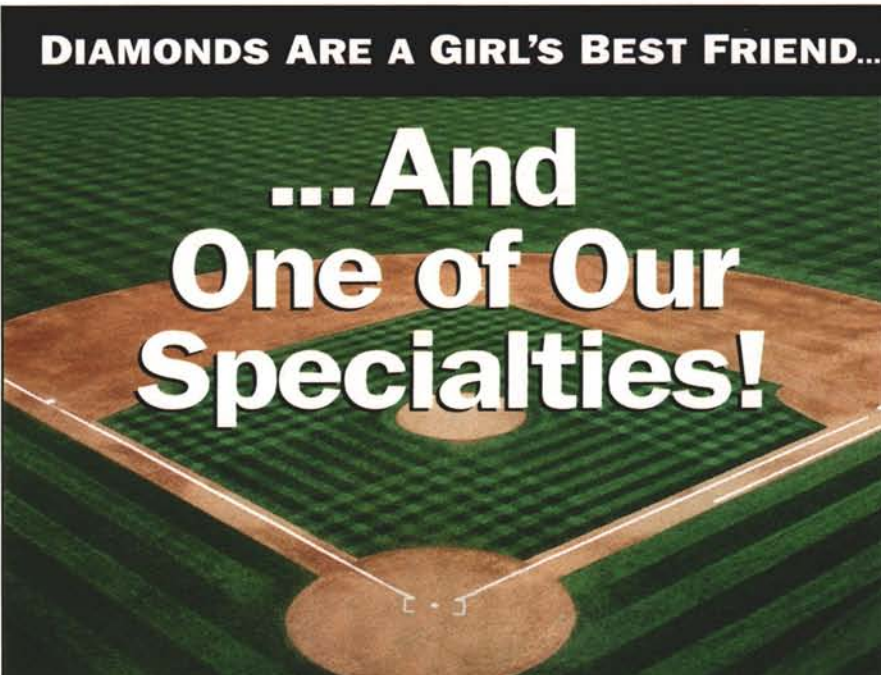
Moffitt said of his seven UVs, four are low-end vehicles used mainly for transportation, while three are heavy-duty commercial vehicles, customized with top dressers, aerators, sprayers and other pieces of equipment. While a new UV, equipped with optional pieces of equipment, might cost up to \$20,000, used vehicles for transporting crew and equipment can be purchased for around \$2,000, according to Moffitt.

The utility vehicle market is growing rapidly, thanks to the manufacturers who are foreseeing the needs of the consumers. This market is expected to continue to grow as new models and attachments are introduced, making the uses for a UV even more numerous. 

Robert Laveau is the marketing manager for John Deere's Vehicle Group.

DIAMONDS ARE A GIRL'S BEST FRIEND...

...And One of Our Specialties!



**SPECIFIC NEEDS
SPECIALTY BLENDS**

**PROFESSIONAL
INSTALLATION
TURF
RENOVATION**

Delta Bluegrass Company's Specialty Blends for sports fields are grown on a sand base to meet the strict criteria for many of the individual installations.

Call us for more information about your specific needs and check out our turf renovation services as well.

P.O. Box 307, Stockton, CA 95201 • (800) 637-8873 or (209) 469-7979

CONTRACTOR'S LICENSE #C-27 752734

Call 1 (800) 817-1889 use **Fast Fax #1320500** and/or Circle 132 on Inquiry Card.