



Small Vehicle Resource (SVR), LLC Announces New Market Analysis of the Small, Task-Oriented Vehicle Industry:

**The Small, Task-Oriented Vehicle Industry: Greater Product Diversity
Opens New Avenues of Market Competition—
Trends from 2010; Forecasts to 2019** [\(Go to Table of Contents\)](#)

Two broad, positive trends will benefit the small, task-oriented vehicle (STOV) industry over the next five years. First, the economy continues to make gains--and with possible reforms in corporate taxation, as well as breakthroughs in regulatory restraint and greater domestic energy production likely--the economy should see gains in real GDP substantially better than what was seen in the trend period. Second, there is a growing appreciation of the capabilities of STOV vehicles, which could well lead to an acceleration in their substitution for on-road vehicles (in both commercial and consumer markets).

SVR's Seventh Report in This Series

This latest report from Small Vehicle Resource marks the seventh in a series of biennial market studies, dating from 2000. This report extends the forecast horizon to 2019, with trends from 2010, and includes four categories of small vehicles:

- Fleet golf cars
- Privately-owned vehicles (LSVs, PTVs, refurbished, and other types)
- Golf car-type utility vehicles

In This Report...

The competitive matrix of small, task-oriented vehicles has become more complex. "Crossover" is the name of the game, from new product offerings, to new customer bases, to systems of distribution and sales. The confluence of products with roots in the golfcar, agriculture, and powersports industries has led to a more diversified and more intensely competitive small vehicle marketplace. The latest SVR STOV industry report focuses on company strategies that address the crossover problem and provides the data companies can use in strategy development and implementation:

- Latest trend data
- What's in store for 2015
- Forecasts to 2019, by industry segment
- New chapter on off-road vehicles
- Analysis of specific major company strategy
- Regulatory trends and threats
- Impact of new technology and product upgrades

- Off-road work and recreational vehicles (UTVs)

SVR has covered these significant market segments in each of its reports, and in this report there is a full chapter on off-road work and recreation vehicles. In addition the report probes the strategic issues involved in all segments greater detail. Aside from new forecasts,

SVR's Latest Report Provides New and Fresh Analysis of:

- Market and product development strategies of all major players in four market segments mentioned above;
- The off-road utility vehicle market where significant focus is given to major companies with roots in the golf, agriculture, and powersports industries that are converging on this segment with new product lines and reoriented distribution systems;
- Who the winners will be in the race to the top of the STOV industry—in particular a close look at the clearly emerging factors that drive success in this highly competitive marketplace.

SVR's Data Rich Website

SVR will make full use of its new research tool, the Small Vehicle Resource website, www.smallvehiclresource.com . Designed primarily as a marketing and sales service for STOV dealers and manufacturers, the data base embedded in the website provides the opportunity for extensive side-by-side comparisons of vehicles of similar performance characteristics—a critical ingredient in a competitive analysis. No other market research firm has such a tool.

What the New Report Covers (a full table of contents is included)

Here is list of topics covered in the new report. Virtually all topics are data centered with extensive tables and charts accompanying each subject.

1. Market for golfcar-type vehicles.
 - Fleet golfcars—issues pertaining the slowly declining golf course market;
 - Utility vehicles—growth in the commercial segment;
 - Privately-owned vehicles—developments, market diversification, outlook for new and used PTVs, LSVs, refurbished and upgraded golf cars;
 - Forecasts by unit for golf car fleets, utility vehicles, and privately owned vehicles to 2019 (trends from 2010).
2. Off-road utility and recreational vehicles—extensive review of product lines from diverse

manufacturers; market growth vs. battle for market share.

- Side-by-side product comparisons;
- New market entrants—major companies and smaller up-and-comers;
- Critical aspects of distribution and dealer sales orientation;
- Forecasts by unit and value to 2019 (trends from 2010);
- Marketshare by company and vehicle type.

3. Outlook for gas and electric powertrains.

- More AC drivetrains enter the market;
- EFI begins to dominate the light utility vehicle market;
- Future product developments.

4. New technologies and upgrades to watch for.

5. The used vehicle market

- Potential for a tightening of the used golfcar market;
- Estimates of used vehicles in each major market segment;

6. Analysis of major company product and market strategies

- Changing role of dealerships and distribution strategies;
- Developing markets beyond traditional customers;
- Importance of product diversification;
- Impact of accessories and service on the bottom line;
- Role of internet-based marketing.

7. International trade and investment

- Imports and exports of small, task-oriented vehicles
- International investment activities
- New areas for international investment

8. Regulatory trends

- Consumer Product Safety Council's attempt to regulate off-road products and the industry's response;
- Regulatory initiatives by State

SPECIAL FEATURES:

- Gas vs. electric golfcar-type vehicles: the face-off between EFI and AC power
- The battle for competitive edge in the off-road utility vehicle market

- Competitive strategies of major companies—vision and strategy implementation:
 - > Polaris > Arctic Cat > BRP
 - > E-Z-GO > Club Car > Yamaha Golf Cars
 - > John Deere > Kawasaki > Kubota

Fees:

The Small, Task-Oriented Vehicle Industry: Greater Product Diversity Opens New Avenues of Market Competition—Trends from 2010; Forecasts to 2019 will be available January 15:

Standard fee: \$3,450.00; companion PowerPoint, \$500

Pre-publish date subscription, discounted fee: \$3,150.00

Orders can be placed at info@smallvehicleresource.com .

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The Small, Task-Oriented Vehicle Industry: Greater Product Diversity Opens New Avenues of Market Competition

Table of Contents

Chapter 1: Introduction/Executive Summary

- Internal industry changes build on promising big picture data
- Outlook to 2019: Strong Growth Making Up for Lost Time
- Risks in the forecast
- Market segments covered in this study
 - Privately-owned segment defined as golf car-type vehicles
 - Utility vehicle market now comprised of four distinct segments
 - Segments not covered
- Organization of the study
- Methodology and resources
- We would like to thank...

Table 1.1: Economic Projections, 2015-2019 (Annual Real Growth Rates)

Fig. 1.1: Durable Goods & Vehicles, 2014

Chapter 2 Overview of Markets and the STOV Industry

- Six critical transitions
- Trends and growth projections for the STOV market, 2012-2016
- Fleet golf cars—still an important volume leader
- Privately-owned benefits from better product and growing acceptance
 - Used vehicles continue to dominate
- Light utility vehicles show excellent growth prospects for new vehicles
- Off-road UTVs recover from decline in 2009—substantial growth in prospect
- Electric power moves higher as share of the STOV market (excl. off-road segment)
- Ratio of fleet (golf course fleets) to non-fleet vehicles remains stable
- Where are the strategic growth prospects?
 - Building on the off-road UTV marketplace
 - Seizing opportunities in alternative fuels: Electric and hybrid

Key Takeaways--

Appendix: Representative Manufacturers of Small, Task-Oriented Vehicles

List of Charts

Fig. 2.1 Trends and Outlook for Fleet Golf Cars

Fig. 2.2 Trends and Outlook for Privately-Owned Golf Car-Type Vehicles

Fig. 2.3 Trends and Outlook for Light (LPT) Utility Vehicles
 Fig. 2.4: Off-Road & Heavy Duty Utility Vehicles, 2007-2016
 Fig. 2.5: Trends: Electric vs. Gas, 2007-2016
 Fig. 2.6: Share of Electric and Gas
 Fig. 2.7: Share Market by Sector: Fleet/Non-Fleet

Chapter 3: Product Development and Marketing Strategies

- Impact of broadening the traditional customer base
- Product development strategies—upgrades and refinements
- Product diversity in the STOV marketplace
- Role of upgrades and accessories
- Role of the internet in organized information transfer
- Examples of product upgrades
- Versatility and crossover potential in the 550 and Hauler Pro
- The heavy duty guys: significant Kubota and Toro upgrades
- Powersports convergence on the work utility market
- Two trends in golf car-type vehicles: EFI and AC electric
- EFI vs. electric
- Possible EFI advantages
- Market impact of EFI
- Outlook is favorable for pricing trends
- Current price situation
- Competitive Factors
- Location can be important
- Critical importance of more efficient sales and distribution systems
- What are the differentiating factors?
- Three basic sales and distribution organizations for the commercial market
- New markets open up for dealers in consumer and commercial markets
- Use of internet in widening the local market and expanding sales

List of Tables

Table 3.1: Product Segments by Manufacturer Brand
 Table 3.2: Club Car and Yamaha Efi Engine's Compared

Chapter 4: Analysis of Dealer Interviews

- Summary
- Recreational/trail Riding Segment
 - Market Growth & Key Drivers
 - Vehicle Features & Capabilities & Accessories
 - New/Used Vehicle Dynamics
 - Price Points
 - Segment Marketing
 - Technology & Innovation
 - Regulations
- Commercial/Institutional/University Segment**

Vehicle Features & Capabilities & Accessories
New/Used Vehicle Dynamic
Price Points
Segment Marketing
Technology & Innovation
Regulations
Factory/Warehouse Segment
Vehicle Features & Capabilities & Accessories
New/Used Vehicle Dynamic
Price Points
Segment Marketing
Technology & Innovation
Regulations
Personal Transportation Segment
Vehicle Features & Capabilities & Accessories
New/Used Vehicle Dynamic
Price Points
Segment Marketing
Technology & Innovation
Regulations
Hunting Segment
Vehicle Features & Capabilities & Accessories
New/Used Vehicle Dynamic
Price Points
Segment Marketing
Technology & Innovation
Regulations

List of Tables

Table 4.1: Interview Analysis Segment Summary

Chapter 5: New and Used STOV Market Dynamics

Sources of supply for used vehicles
Golf courses are the principal supplier of used golf cars
Demand for used vehicles
Is there a shortage of used golf car-type vehicles?
Implications of the “Shortage” of used vehicles
Value added through refurbishing
Club Car remanufactured vehicle program
Used Car Demand by Segment
Outlook for used golf cars/growing share for new vehicles

Appendix: Details of Club Car Gold Series Factory Refurbished Golf Carts The Gold Standard 12 - Stage Remanufacturing Process

List of Tables

Table 5.1: Demand and Supply of Used Vehicles, 2010
Table 5.2: Demand and Supply of Used Vehicles, 2014
Table 5.3: Demand and Supply of Used Vehicles, 2019
Table 5.4: Recent Trend in New and Used Vehicle Demand, 2010-2014
Table 5.5: Outlook for New and Used Vehicle Demand, 2015-2019

List of Charts

Fig. 5.1: Supply & Distribution Channels for Used Golf Car-Type Vehicles
Fig. 5.2: Share of Demand for Used Golf Cars & Golf Car Derivatives, 2014
Fig. 5.3: Share of Demand for Used Golf Cars & Golf Car Derivatives, 2019

Chapter 6: GOLF CAR FLEET MARKET—TRENDS AND OUTLOOK

- Industry structure and the shift to new markets
- Details of golf market trends and the shape of things to come
- Outlook for golf participation
- Impact of the evolution of golf course ownership
- Trends in the fleet golf car market
- Net new fleet demand
- Opportunities & pitfalls of the slow-decline fleet market: Implications for corporate strategies
- Outlook for the fleet golf car market
- New products in the context of no growth
- Trends in electric and gas power in the fleet market
- Trends in electric and gas golf car demand
- Forecast of the population and market for electric and gas fleet golf cars
- Golf car-type vehicle production and the supply to non-fleet markets
- Forecast of fleet demand and total supply (new + used)

List of Tables

Table 6.1: Golf Course Openings and Closings, 2006-2013
Table 6.2: Golf Participants in the United States, 2005-2013 (Mil.)
Table 6.3: Newcomers to and Dropouts from Golf, 2006-2013 (Mil.)
Table 6.4: Trend in Fleet Stock & Replacement Demand, 2010-2014
Table 6.5: Summary of Replacement and Net New Car Demand,

2010-2013, Est. 2014

Table 6.6: Forecast for Fleet Demand, 2015-2019

Table 6.7: Trends in Electric and Gas Golf Car Fleet Population, 2010-2014 (000 Units)

Table 6.8 Trends in electric and gas fleet golf car demand, 2010-2014

Table 6.9: Forecast of Population of Electric and Gas Fleet Golf Cars,
2015-2019 (000 units)

Table 6.10: Forecast of demand for electric and gas golf cars, 2015-2019

Table 6.11: Production of Golf Car-Type Vehicles, 2010-2014

Table 6.12: Fleet Demand: Total and Net of Used Vehicles, 2010-2014

Table 6.13: Total Available Supply of Golf Car-Type Vehicles to the
Non-Fleet Market, 2010-2014 (Units)

Table 6.14: Forecast of Fleet Demand, Net of Used, 2012-2016 (Units)

Table 6.15: Forecast of New & Used Supply of Golf Car-Type Vehicles,
2014-2019 (Units)

List of Charts

Fig. 6.1: Stock & Replacement Demand for Fleet Golf Cars, 2007-2012

Fig. 6.2: Net new demand for fleet golf cars 2010-2014

Fig. 6.3: Forecast for net fleet demand & stock of fleet golf cars (000s), 2015-2019

Fig. 6.4: Share of fleet population, electric vs. gas (%)

Fig. 6.5: Market Trend for Electric & Gas Fleet Golf Cars, 2010-2014

Fig. 6.6: Share of Electric & Gas Population, 2015-2019

Fig. 6.7 Forecast of Electric & Gas Fleet Golf Cars

Fig. 6.8: Production of Golf Car-Type Vehicles vs. Net Fleet Demand

Fig. 6.9: Proportion of Non-Fleet Golf Car Type Vehicles
to Used Off Golf Courses, 2014 & 2019

Chapter 7: The Privately-Owned Market

Rise of the PTV: The Reasons

Differences across brands and models in the privately-owned segment

Trends in the privately-owned market

More limited supplies of used vehicles

Outlook for the privately-owned segment

Shifting Market Share Between New and Used

State registration data for LSVs and golf cars

LSV Registrations

Appendix I: ELECTRIC LSVs AND PTVs POINT TO THE FUTURE OF PERSONAL TRANSPORTATION

Appendix II: NHTSA Rule 500

NHTSA Rule 500: Product conformance requirements for LSV use
on public roadways

Appendix III: Directory of Representative LSV Manufacturers

List of Tables

Table 7.1: Trends in the Privately-Owned Market, 2010-2014
Table 7.2: Forecast for the Privately-Owned Market, 2015-2019
Table 7.3: Select State LSV Registrations

List of Charts

Fig. 7.1: Comparing Electric Personal Transportation Vehicles
Fig. 7.2: Trends in Privately-Owned Market, 2010-2014
Fig. 7.3: Forecast for the Privately-Owned Market, 2015-2019
Fig. 7.4: Share of New and Used Vehicles in the Privately-Owned Market, 2014 & 2019

Chapter 8: Light Duty Utility Vehicle Market (LPT)

- LPT continues comeback from recession lows
- Outlook for LPT segment, New and Used
- Electric- vs. gas-powered vehicles
- Key factors in the competition between electric and gas drive trains
- Forecast of electric and gas LPT vehicles
- Retail value of the LPT market

Appendix: Breakdown of the Electric and Gas Market for LPT Vehicles

List of Tables

Table 8.1 Trends in the LPT Market, New & Used Vehicles, 2010-2014
Table 8.2: Forecast for the LPT Market, New and Used, 2015-2019
Table 8.3: Trend in Electric- and Gas-Powered LPT Vehicles, 2010-2014 (Units)
Table 8.4: Forecast for Electric and Gas LPT Vehicles
Table 8.5: Estimated Retail Value of the LPT Market, 2014 and 2019
Table A8.1: Trends in Electric and Gas Vehicles, 2010-2014, by New and Used
Table A8.2: Forecast of Electric and Gas LPT Vehicles, 2015-2019, by New and Used

List of Charts

Fig. 8.1: LPT Transporters (6 Passenger)
Fig. 8.2 LPT Portage (Light Utility) Vehicles
Fig. 8.3: Trend in New & Used LPT Market, 2010-2014 (Units)
Fig. 8.4: Split Between New & Used, 2010 and 2014
Fig. 8.5: LPT Forecast, New & Used, 2015-2019
Fig. 8.6: Split Between New & Used, 2015 and 2019
Fig. 8.7: Trend in Electric and Gas Vehicles, 2010-2104

Fig. 8.8: Forecast, Electric vs. Gas, 2015-2019 (Units)

Chapter 9: The Market for Small, Task-Oriented Utility Vehicles

SVR segment definitions for the utility vehicle market

What major companies participate in the small, task-oriented utility vehicle (STOV-U) market?

Key trends and changes in the off-road market--

Traditional heavy duty work vehicles: Caught in competitive bind

Trends in the TWV market show some recovery

Outlook in the TWV product class is for marginal gains

The off-road UTV market: Growing recreation segment drives the market

Trends in the O-R utility and recreational vehicle markets

Unit sales and price increases form a powerful tandem

Off-road forecast shows lessening but still strong growth through 2019

Factors driving the off-road forecast

Estimated dollar value in the forecasted off-road utility vehicle market

Estimated market share in the off-road market

Likely competitive developments in the forecast period

The stock of vehicles, replacement demand and the used vehicle market

Replacement vs. new demand

Outlook for new market growth and replacement demand

New vs. used vehicle demand

Outlook for the new/used O-R vehicle markets, 2015-2019

List of Tables

Table 9.1 Traditional/Non-Traditional Market Segments & Major Participating Companies

Table 9.2: Vehicle Comparison: Gator 2030A, Ranger 6x6, Cushman Haulster

Table 9.3: Trends in the Traditional Heavy Duty Work Vehicle Market, 2010-2014, Est. 2015

Table 9.4: Forecast for the Traditional Heavy Duty Work Vehicle Segment, Est. 2015–2019 (Units)

Table 9.5: Comparison of Recreational vs. Utility/Work UTVs

Table 9.6: Trends in the Market for O-R Vehicles, by Utility and Recreation End-Uses, 2010-2014, 2015 Est. (Units)

Table 9.7: Effect of Price Gains from 2010 to 2015 for the Off-Road Utility Vehicle Segment

Table 9.8: Forecast for the Off-Road Utility and Recreational Vehicle Market 2015 Est. -2019 (Units)

Table 9.9: Effect of Estimated Price Gains from 2015 to 2019 for the Off-Road Utility Vehicle Segment

Table 9.10: Average Age of Off-Road Vehicles For Sale
 Table 9.11: Estimated Stock of Off-Road Vehicles, 2010-2015
 Table 9.12: Estimated New Demand Growth and Replacement Demand, 2010-2015
 Table 9.13: Outlook for New Market Growth & Replacement Demand, 2015-2019
 Table 9.14: New vs. Used Vehicle Market, 2010-2015
 Table 9.15: Outlook for New & Used Off-Road Sales, 2015-2019

List of Charts

Fig. 9.1: Market Trends for O-R Vehicles, 2010-2014, Est. 2015
 Fig. 9.2: Estimated Wholesale Value of Off-Road Utility Vehicle Market, 2010 & 2015 (\$Millions)
 Fig. 9.3: Forecast of Off-Road Market, 2015 Est.-2019
 Fig. 9.4: Off-Road Vehicle Market Share: 2010 & 2014
 Fig. 9.5: Trend & Outlook for New Demand & Replacement Demand, 2010-2019
 Fig. 9.6: New and Used Vehicle Markets, 2010-2015
 Fig. 9.7: Absorption of Used O-R Vehicle Supplies, 2014

Chapter 10: The International Market for Small, Task-Oriented Vehicles

Exports and imports of golf cars
 Major destinations for golf car exports
 Golf Course Numbers By Country
 Possible growth in the European utility and privately-owned market

Appendix: Definition of Quadricycles–European PTA Vehicles

1. Light quadricycles (L6e)
2. Heavy quadricycles (L7e)

List of Tables

Table 9.1: Golf Car Exports/Imports & Trade Balance, Actual Units, 2007-2014
 Table 9.2: Golf Car Exports/Imports & Trade Balance, \$Value, 2007-2014
 Table 9.3: Top 6 Golf Car Export Destinations, 2007-2014 (Units)
 Table 9.4: Number of Golf Courses By Country

List of Charts

Fig. 9.1: Exports and Imports of Golf Cars and Average Export Price (Units), 2007-2014
 Fig. 9.2: U.S. Golf Car Export Destinations by Country

Chapter 11: Environmental Issues, Government Regulations, Programs & Policies

Federal Regulations, Programs and Policies

- US Consumer Safety Product Commission Regulation Of Recreational Off-Road Vehicles
- Tier 4 Emission Standards for Off-road Diesel Engines
- Government Regulations Related to LSVs & Golf Cars
- NHTSA
- Energy Policy Act (EPAct)*
- Federal Incentives Related To Electric Vehicles
- American Recovery and Reinvestment Act of 2009
- Clean Cities Program
- LSV/LSV purchases under Clean Cities program
- State Regulations, Programs & Policies
- Low Speed & Medium Speed Vehicle Laws*
- Trends In Road Use Regulations
- State Alternative Fuel and Zero Emission Vehicle Incentives
- California Golf Car Regulations
- California ZEV Requirements Impacts on LSVs
- LSVs/NEVs Value as ZEV Credits
- Impact Of CARB ZEV Requirements On LSV Market

Appendix 11.1: Clean Cities Programs

Appendix 11.2: Representative State Incentives and Regulations for Alternative Fuel Vehicles, Including

- Electric Powered LSVs
- Arizona
- Colorado
- Illinois
- Michigan
- North Carolina
- Oregon
- Virginia
- Washington

List of Tables

- Table 11.1: Federal Low Speed Vehicle Inventory
- Table 11.2: Sample LSV Costs With EESA Tax Credit
- Table 11.3: Clean Cities Program Funding
- Table 11.4: State Medium Speed Vehicle Laws
- Table 11.5: State Mini-truck Laws
- Table 11.6: Count Of Regulations & Incentives By State
- Table 11.7: LSV Rebates under California Clean Vehicle Rebate Project
- Table 11.8: ZEV Program Vehicle Types & Credit Ranking
- Table 11.9: Large Volume Manufacturer Requirements for Meeting ZEV Goals
- Table 11.10: ZEV Types & Credit Values

List of Charts

Figure 11.1: Map of Clean Cities Program Locations

Figure 11.2: California Non-Attainment Zones