

# IN THE NEWS WITH ACG

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## GOODBYE 2010, WELCOME 2011

(Chino, CA)- As 2010 draws to a close A.C.G., Inc. would like to thank all of it's dealers for their continued support and patronage. We would also like to wish all of you a warm and safe holiday season, and a Happy New Year.

As we reflect on 2010, we have seen the global economy begin to bounce back and we have seen the US economy showing signs of hope and rebound. All indications show that 2011 will be a break out year and a turnaround year for the USA.

A.C.G., Inc. has made some radical changes to the cars for 2011 that you will read about more in this issue. Also, A.C.G., Inc. will be introducing an entirely new

low cost LSV alternative for our dealers to be able to reach more customers and increase sales.

A.C.G., Inc. has plans to increase it's dealer network to reach customers all across America and all over the globe. We will be starting a brand new marketing campaign to increase global awareness for the brand and the cars. We have cars placed in the upcoming Christmas blockbuster movie , Little Fockers, which you will read more about later. We have newly redesigned suspensions and drive systems that are going into the cars and will be available beginning January 2011.

A.C.G., Inc. is committed to continued development



The all new TSport LSV being introduced in 2011 as a lower priced sales option.

and advancement. We have redeveloped our suspension systems, motor drive systems, and even have begun to re-tool our bodies to deliver to you, our dealer, the best handling, best performing, best looking, best selling custom Golf/Estate vehicles built today.

## A.C.G., INC. GOES HOLLYWOOD IN "LITTLE FOCKERS"

This December, the Cadillac Escalade Golf/Estate vehicles will be featured on the big screen all over the world!!! In the latest and third installment of the "Meet the Fockers" movie franchise, A.C.G. cars are prominently featured during one of the

many scenes involving Ben Stiller and Robert De Niro. This film is being released during the week of Christmas and is destined to be the go see movie of the season. The film is rated PG-13 and features an all star cast including: Robert De Niro,

Barbara Streisand, Ben Stiller, Owen Wilson, Teri Polo, Blythe Danner, Jessica Alba, Harvey Keitel and superstar Dustin Hoffman. We invite you to have a laugh and go see A.C.G., "Hollywood style."

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- ACG Goes Hollywood
- New Suspensions
- New Drive Systems
- TSport Update
- Website News

# 2011 Major Product Announcement

## NEW SUSPENSIONS FOR 2011

A.C.G., Inc. is very proud to introduce new suspension systems for the HUMMER H3 and Cadillac Escalade Golf/Estate vehicles. Now all 2011 HUMMER H3, Cadillac Escalade, and '39 Roadster Models will feature full tubular independent front suspension systems with fully adjustable coil-over shocks.

This new suspension systems now offers the smoothest most comfortable ride for all A.C.G., Inc. customers. Whether on the road, on the fairways or even out on the ranch these new suspension systems are designed for a smooth ride no matter the terrain. **"This new suspension makes the 2011 ACG cars the best handling cars that we have ever built. Our dealers and customers will be amazed at the way these new cars will handle all types of terrain."** say Ray Hoogenraad, CEO of

American Custom Golf Cars, Inc. 2010 has been a major development year for A.C.G., Inc. and there are many new exciting developments that are being introduced in 2011. The new suspension is only the beginning of what makes the 2011 A.C.G. line of cars- The Best Cars in the World.



Shown here are more angles of the new suspension.



Newly Redesigned full tubular front suspension with adjustable coil over shocks.



## 2011 CARS WILL BE DRIVEN BY BRUSHLESS AC MOTORS!!!

A.C.G., Inc.. Announces another ground breaking change in all of it's 2011 line up of cars. All cars will now feature *Brushless AC Motor Drive Systems!!!*

After a 24 month development and testing program, A.C.G., Inc. is please to Officially Announce that it has teamed up with industry leaders

Sevcon and Advanced Motors to bring brushless AC motor Drive systems to our entire line of vehicles. That's right, beginning in 2011 all California Roadster©, HUMMER H3©, Cadillac Escalade©, '39 Roadster© and all new TSport© cars will have Brushless AC Motor Drive Systems. These new drive systems will feature a powerful Advanced Motors brushless AC motor paired to a 450 amp Sevcon speed controller. It will also feature a high and low speed option, and all new digital gauge display that shows, battery voltage, speed, time driven, miles driven, and approximate time and miles left on the

charge in the battery pack. "We have tested the 3 leading AC systems as well as some new off shore systems and we have compared and tested specifications for, power consumption, regenerative braking, acceleration, torque and a host of other details and have found that the Sevcon/ Advanced Mo-

tors system to be by far superior in performance and durability." announced Ray Hoogenraad, CEO of A.C.G., Inc. The Advanced Motors and Drive System brushless AC Motor delivers a continuous output of 10.0 horsepower and is

capable of up to 5000 rpm. On all LSV models this drive system will achieve the federally mandated speed of 25mph



quickly and efficiently with plenty of torque for additional passengers and hilly terrain.

rain.

The Sevcon controller is the most advanced golf car controller on the market today. It has fully programmable functions for varying drive terrains. The controller also features on-board diagnostics, brake and throttle regen, auto roll back features, 90 sec idle auto shut off for battery conservation and a revolutionary forward reverse switch protection that will not damage the motor or controller in the event the car is switched by accident while in motion. More information will be released on this system in the upcoming weeks.

*"...We have tested all the systems on the market...this system is by far superior in performance and durability"- Ray Hoogenraad*

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Pictured is the Sevcon Speed Controller

## NEW BROCHURES COMING!!!

A.C.G., Inc. has just completed the layout for new brochures. These new brochures have been proof read and are at the printer getting ready for the new year. The new brochure will be a 4 page fold out that features all of the A.C.G., Inc. custom golf/estate cars available as well as color options, and information that you can give to your customers. "The new brochures will make it easier for the dealer to show all of our models to potential customers without having to pull out multiple sheets. It will be all cars in one easy to use and easy to distribute brochure." says Peter Usle, Sales Manager for A.C.G., Inc. The new full color brochures are printed on heavy stock so that they fell as good as they look. There is an extra space for dealers to include their own informa-

tion on the brochures so that you can distribute them in your showroom, at local events and shows and be able to let your customer know where to come when they are ready to purchase. The brochures will be available to our deal-



'39 Roadster with Chrome 17" Wheels and Custom Painted Flames

ers in increments of 100pcs at a cost for cost basis. These brochures are the first step in all new marketing materials that are being prepared for our dealers to be able to better advertise, promote and sell all of the A.C.G. cars. "We are excited to have these new marketing materials in place and coming so that our dealers can be easily identified as dealers for the best cars in the world." said Dan Hoogenraad, Vice President.

## WEBSITE NEWS!!!

A.C.G., Inc. has been working hard on revamping the website to make it more user friendly and to include a dealer order form so that as a dealer you will be able to log into our website and request pricing and streamline the Estimate process so that dealers can get pricing on cars with options instantly. The new website will also have support of search

*"...our new website will include a dealer order form to streamline the Estimate process..."*

engine optimization, sponsored links and increased domain names to increase our web presence and traffic. The more traffic we can achieve and receive the higher the lead generation. We are committed to providing our dealers with sales leads for their market areas and we are excited about the new website developments. We have also purchased new domain names and

new domain territories so that A.C.G., Inc. is represented all over the world. We have started a website analysis program so that we can better target our marketing for you, our dealers. We will be able to analyze web traffic to the cities where people are visiting our site so that we can better communicate to you the traffic coming from your areas. All of these changes will make it easier for us to lead traffic to you. Soon it wont matter where you log in from, when you search for ACG and its dealers, you will find us!

## PRICING NEWS!!!

In the next week you will be receiving the new Dealer pricing sheets for the 2011 year. There will be some price changes upcoming. You will see some prices go down and unfortunately, on some items the cost has gone up so there will be a few increases. As we are sure you expect, the changes that have been made to the cars are very radical, along with that the cost of the cars will be rising. The good news is that the

pricing will not go up as radical at the changes. We have been able to negotiate some good pricing with the new suppliers to keep the increase nominal. Also, we have negotiated with our suppliers as our volume increases they will lower the pricing so that we can pass that savings onto you. Please



HUMMER H3© Shown with optional Top, Wheels, Chrome Package, etc.

keep an eye out in your inboxes or mailboxes for the new pricing sheets for 2011 and remove the old price sheets you have so that there is no confusion once the sales begin. We are very excited about 2011, we have new marketing plans, a road tour planned and much more!

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**"AS SEEN"**

*Below are a few of the places that A.C.G. Cars in action on the big and little screen. Enjoy!!!*

**Movies:**

- "Little Fockers" 2010
- "Who's Your Caddy?" 2007
- "Daddy Day Camp" 2007

**TV Shows:**

- Disney's "Suite Life on Deck" 2010
- Nickelodeon's "Big Time Rush" 2010

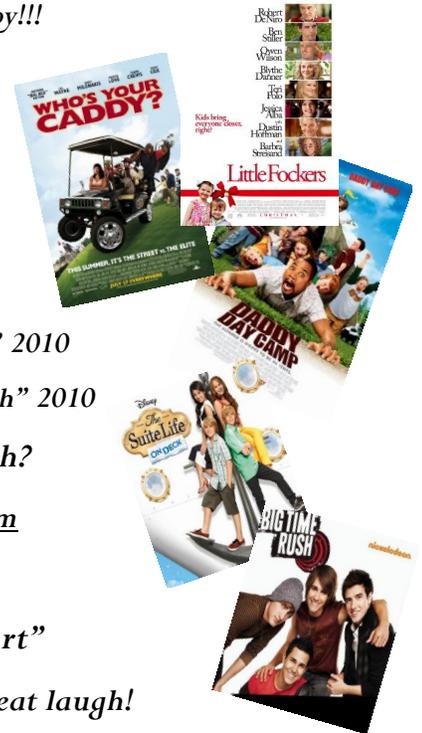
**Do you want a BIG Laugh?**

Check out [www.youtube.com](http://www.youtube.com)

And search

"Operation Repo Golf Cart"

*And get ready to have a great laugh!*



**TSPORT NEWS!!!**

A.C.G., Inc. is excited about the newest addition that is coming to the A.C.G. line up. The new car is called the TSport LSV. This all new car will be released in the first quarter of 2011 and is designed to be a lower cost option for your LSV buyers. The best part about it is that we did not sacrifice the quality for the price.

The all new TSport LSV will feature a full injection molded plastic body, a full aluminum chassis, tubular independent front suspension with coil over shocks, a DeltaQ on board charging system, an Advanced Motors/Sevcon Brushless AC Drive System, DOT Approved 3-Point Seat Belts, a top speed of 25MPH, a third brake light, DOT approved windshield, windshield wiper, headlights, taillights, turnsignal lights, safety horn, a comprehensive digital dash display, a standard feature flip flop rear seat, locking glove boxes, and 12" aluminum

wheels with low profile tires.

"We have made special efforts to control cost on this new LSV so that we can make sure the it is not only much better than what is available on the market



All New TSport LSV coming in 2011!!!

today but also that it can be priced at the lower end of the market pricing spectrum... we are hoping to get the car to the dealer fully equipped and ready for sale and license for under \$6,000.00", said Ray Hoogenraad, President of A.C.G., Inc.

A.C.G., Inc. is very excited about this new car and we know that it will give you, our dealers a full spectrum of cars and prices that you can offer to your clients and increase the buyer pool by offering them everything from a TSport LSV, to a fully customized Cadillac Escalade® or HUMMER H3® Golf/Estate vehicle.

2011 will be the best year ever!

A.C.G., Inc. has the best dealers in the world and the best cars in the world!!!