

# CASE STUDY / ELK GOLF / ELECTRIC GOLF BUGGY PRODUCT DESIGN



## BACKGROUND

ELK Golf is an international brand owned and operated by Australian shareholders who are experienced in manufacturing, engineering, retailing and importantly... have a passion for golf.

Through their personal experience and comprehensive market research ELK Golf determined that the motorised Golf Buggy Category has a great opportunity to improve in the areas of design, reliability, weight and functionality.

## SOLUTION

Through the introduction of affordable Lithium powered technology, UNO has designed a stylish compact buggy with easy to use digital controls. The removable battery pack locates when in use and is conveniently removed for lifting and transport.

The folding frame is compact yet robust enough to handle harsh use with the added convenience of remote driving controlled from the easy set handgrip. The buggy comes fully accessorised with spring loaded seat, sand bucket, umbrella holder and protective carry case that has integrated wheels for easy pull along.

The controls of the buggy allow for speed and distance to be set with the front wheel being adjustable to ensure straight line tracking. Throughout the design programme UNO constantly reviewed the reliability factors as well as calculating the weight to ensure it was within expectations.

## SERVICES

- Concept Design
- Detailed Engineering Design
- Prototyping
- Production Documentation
- Packaging



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