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Golfers to buy at Trade Prices

FORE Trade Price Club launches revolutionary new golf retail service

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Golfers wondering how to get the best deal on new golf equipment now have an easy solution. Buy everything at Trade Price.

Previously only available to retailers, these low prices are now available to all golfers via a new organisation which claims to be the first ever national 'buying club' for UK golfers.

For £75 per year, golfers who join the FORE Trade Price Club can buy thousands of brand new items from golf's best-known brands at trade prices. These prices are well below Recommended Retail Prices and in most cases represent a better deal than even the most aggressive internet retailer or golf discount store.

The 'TPC' covers all new golf equipment, as well as items that have been available for some time. As soon as an item goes on sale in the UK, it will be available for Members to buy at trade price through the TPC, generally at 25-30% off normal retail price.

To join, golfers call 0800 092 6379 or join via the Club's website www.foretpc.co.uk. Non-members can call or email the TPC for a 'price check' on a limited number of items, whereas Members can check an unlimited number of prices. They can then place their equipment orders over the phone or by email, and their order is fulfilled by a PGA Professional just like a regular mail order purchase.

Golfers buying a new set of golf clubs or a valuable driver will usually save more than their £75 joining fee on their very first purchase.

The FORE TPC is not an internet retailer: other than the option of joining the Club itself, no transaction takes place over the web.

If a Member wants to buy custom-fitted clubs, the TPC either arranges an appointment with the relevant manufacturer, or a FORE Trade Price Club PGA Professional will custom fit the clubs in person. There is a £6.50 delivery charge on items up to 22 kilos (which is well beyond the weight of a set of irons). Smaller items such as gloves are shipped by first class post: in all cases the golfer is advised of the delivery charge upon ordering. If the item is in stock it is shipped same day. If not, the customer is advised of an expected delivery date upon ordering the item.

The FORE TPC is administered by GMM, who also run the FORE Golf Society and the FORE Tour, as well as The Daily Telegraph Wilson Matchplay Championship, FORE Breaks and the new FOREsure golf insurance service.

GMM's Managing Director David Hughes, a former PGA Pro and Tournament Director, says: "Golfers often shop around for deals, so we aim to make it simpler for people to find the lowest possible price. Nine times out of ten we will be cheaper. There's no need to get involved in auctions or spend hours on the internet - you're buying at the manufacturer's official trade price, which in most cases will be the best deal out there. It is simplicity itself, so we see it as a service for the busy golfer, as well as a way of providing great value for money. The idea of golfers joining a buying club has been done before locally, but we believe we are the first to do this on a national level."

He continues: "It really works. On a single purchase you can easily save more than your £75 annual fee, and from then on you're saving money each time you buy something."

Golfers can join by calling FREEFONE 0800 092 6379 or by visiting www.foretpc.co.uk.

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FORE TRADE PRICE CLUB INFORMATIONN

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