



MEDIA RELEASE

For Immediate release

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Elite ready for the PGA

Stanwell Park resident, Steve Melchior, more commonly known and seen around the Illawarra region as the face and body of [Just Cruisin' Harley Tours](#), is also a manufacturer and importer of products aimed squarely at the outdoor leisure and sports market under his company name [Elite Products](#).

Born seven years ago out of the desire to provide a new level of freedom and independence for motorcycle enthusiasts and small car owners when travelling and camping around Australia, Steve started manufacturing the Elite Camper and Elite Camper Trailer range. Building on the strength of that success, Steve has now launched his latest product, this time directed predominantly at the golfing industry, the Elite Golf Trike.

The Elite Trike is offering individual golfers a very affordable and fun alternative to using the traditional electric golf cart and a comfortable alternative to walking the course using the hand-held golf buggy. The Trike also provides Golf Clubs with a colorful and practical addition to its hire fleet for members, doubling as a light and handy vehicle for staff to get around the venue on event days.

One of its main features of being stable but light to manoeuvre has resulted in a keen following for the younger agile, elderly or disabled golfer. Those golfers who are not as mobile or agile as they used to be have found the ease to which they are able to mount and dismount a pleasant surprise with the hydraulic 'fish' seat feature.

The Elite Trike is being embraced by Golf Clubs, with the first shipment selling out. Five are currently being trialed by the Wollongong Golf Club in advance of the Cellarbrations NSW PGA Championships with a view to acquiring their own fleet of Trikes for ongoing hire to members.

With the Australian C Tick of approval and the major distributor of the Trike in Australia, New Zealand and the Pacific, the Elite Trike is also proving itself to be a truly versatile utility vehicle with 25 sold recently to individual residents of Kalgoorlie, purely because it is just too hot to walk around; and the Security Industry in Queensland has quickly seen the opportunity for its adaptation into warehouses, malls and event venues.

END

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One Photo supplied: Elite Golf Trike

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