

Nederlandse Vereniging van Golfaccommodaties



**NVG Groen 20
Symposium 11**

**MANAGEMENT MET HET
OOG OP DE TOEKOMST**



@NVGGroen



Blok 3: Investeren tijdens recessie loont





Innovatief denken, inventief investeren

Jan Plooij
Sales & Marketing manager



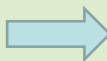
- Innovatief denken
- ↓
- Inventief investeren





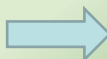
Aanschafkosten

-Investering / restwaarde:
-afschrijving, rente,
-verzekering



Andere kosten zijn o.a.:

-Onderhoudskosten
-Uitval of stilstand kosten
-Brandstofkosten
-Arbeidskosten



Niet alles is nieuw



- The lawnmower industry flirted with electric power early on too...



Brno, 10 November 2011



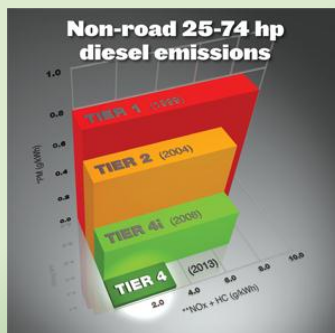
Ontwikkelingen



- Invoering nieuwe emissie eisen USA 2013
- Prijsconsequenties
- www.toro.com/tier4.
- Meer doen met kleinere motoren
- Betere machines, minder onderhoud, duurzamere materialen, langere levensduur
- Multifunctioneel - meer doen met 1 basis machine
- Onderhoud – zelf doen?
Kosten, kwaliteit, opleiding, continuïteit



The EPA Tier 4 Standard is about cleaner air!



2013



- **The EPA Tier 4 Standard and the Impact on the Turf Industry**
- **Big Changes ahead for Diesel Powered Turf Equipment (25-74 horsepower)**
- **Overview**
- The Environmental Protection Agency's Tier 4 diesel engine emission reduction mandate will soon have an impact on your business. The good news is that all Tier 4 compliant Turf Equipment manufactured after January 1st, 2013 will be better for the environment and healthier for everyone. The more difficult message to deliver is that all Tier 4 compliant diesel powered turf maintenance equipment - greater than 25 horsepower (hp) – from any manufacturer - **will cost more**



Ontwikkelingen



- Hybride ?
- Elektrisch (lithium)
- Waterstof (infrastructuur)



Alternate Fuels Options



Fuel

- e85
- Bio diesel
- Batteries
- Engine Hybrids
- Fuel Cells

Benefits

- Available technology
- Currently available fuel
- Familiar/Common
- Recharge with electricity
- Refueling gives long range
- Familiar technology
- Zero emissions
- Easily refueled
- Long life

Shortcomings

- Cold weather operation
- Cost
- Weight
- Long recharge cycle
- Emissions
- Noise with engine running
- Fuel availability
- Freezing temperatures
- Technology maturity

Apply to products when technology is ready...



Efficiënter werken



- De dag heeft 24 uur
- GPS
- Sturen op uren en niet op seizoenen
- Sturen op cijfers -meten is weten



Beleid



- Duidelijke vaststelling ambitie niveaus



Discussie

