



THE GARIA HISTORY

The idea behind the design and development of the world's most exclusive golf car.

When Garia was founded in 2005, the golf car market was very homogenous. Not a single golf car stood out. Essentially, all golf cars were the same.

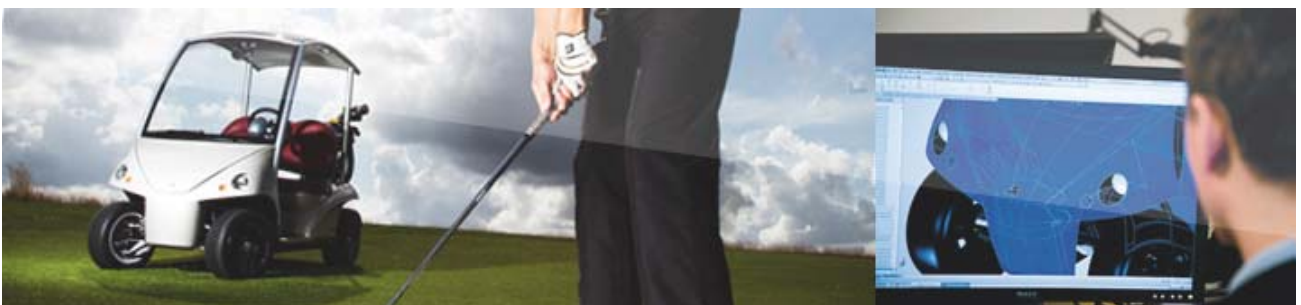
This became the stepping stone for a small group of dedicated designers, who decided to challenge this homogeneity. What they wanted to do was to design the world's most exclusive golf car. The idea was that by paying meticulous attention to every detail of the golf car, they would revolutionize the way a golf car is created.



The Garia – designed in collaboration with golf professionals.

Prior to starting the manufacturing of the Garia Golf Car, a lot of research was done. The designers worked late nights to come up with a design so unique that it would be a head turner. Many design proposals were presented; some survived, some did not. One of Denmark's most famous golf trainers eventually joined the design team to ensure that the golf car would be useful to golfers rather than just being a "pretty face". As time went by, a clear idea appeared of how the next generation of golf cars would look.

The design team and management finally settled on a design which was approved by both the golf trainer and golfers. The design was unique and sporty without sacrificing usability or the well-known features of a classic golf car. After roughly three years of development and testing, the 1st generation of the Garia Golf Car went into prototype production.





An uncompromising approach to quality.

When the first Garia Golf Cars arrived from the prototype manufacturer, golfers at [Ledreborg, the famous Danish golf resort](#), were invited to test ride the cars and give their opinion on the Garia Golf Car driving experience. Even though the golfers were very positive towards the design and handling of the golf cars, the design team decided to rethink the car based on the golfers' feedback.

Not satisfied with the quality of the car, a tough decision was made by Garia: The manufacturer of the golf car had to be found in a far more exclusive market - the automotive industry. This meant getting back to the drawing board, cancelling contracts, finding new partners and rethinking the entire building process.

Craftsmanship to the highest automotive industry standards.

Finally, a new partner was found in Finland, where the [world renowned car manufacturer Valmet Automotive factory](#) resides. Valmet Automotive is known making cars of the absolute highest quality. The famous Porsche Boxster and Porsche Cayman are manufactured here, and the factory is also contracted by THINK and Fisker to manufacture environmentally friendly and innovative electric and hybrid cars.

A partnership was agreed upon, and that is why we at Garia can proudly say that the Garia Golf Car is the first and only golf car ever manufactured in a real automotive factory. This is also why we call it the "Garia Golf Car" and not the "Garia Golf Cart" or the "Garia Golf Buggy".

The Garia Golf Car has been designed to meet classic, Scandinavian design standards: Minimalistic, simple, unique, beautiful. By entering into the partnership with Valmet Automotive, we have ensured that these keywords will be present in every aspect of the manufacturing of the Garia.

The Garia approach to design, quality, and functionality is fundamentally different from traditional golf carts, and the Garia Golf Car is undoubtedly the world's best and most exclusive golf car.

For more information, visit www.garia.com or contact press@garia.com

