



MARKET OVERVIEW

Golf Cart



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MARKET SIZE | GOLF CART

VLCN

DOMESTIC MARKET 2024 ^[1]
\$812M

CHINA IMPORTS ^[2]

Volume

114,170 units

Value

\$450M

APPLICATIONS

- ❖ Golf Courses
- ❖ Facilities
- ❖ Maintenance
- ❖ Material Handling
- ❖ Residential Transportation
- ❖ Hotels / Resorts

[1] Persistence Market Research, US Market Study on Golf Cart: Electric Golf Cart Sales to Rise Steadily Going Forward

[2] U.S. Census Bureau, accessed through S&P Global Trade Atlas (Harmonized Tariff Schedule of the United States subheading 8703.10.5030), 2023



CURRENT STATE

OVERVIEW

The American Personal Transportation Vehicle Manufacturer Coalition filed petition against certain low-speed personal transportation vehicles (CLSPTVs) imported from China.^[3]

- Coalition is made up of Club Car and Textron (E-Z-GO, Cushman, etc.)
- Petition filed with the US Department of Commerce and US International Trade Commission
- Petitioning for Anti-Dumping / Countervailing Duties (AD/CVD)
- 100+ producers and exporters named in the petition
- **Alleged dumping margins up to 477.31%**

DETAILS

- Relevant HTSUS subheadings
 - 8703.10.5030
 - 8703.90.0100
- Covers finished vehicles, subassemblies ("rolling chassis), and parts^[4]
- Specifically excluded are
 - Off-Highway Utility Vehicles (top speed > 25mph)
 - Recreational Off-Highway Vehicles (top speed > 30mph)
 - All-Terrain Vehicles

[3] [Wiley Law Press Release](#)

[4] parts included with a shipment of finished vehicles and/or subassemblies



Countervailing Duty (CVD)

Case Number: C-570-177 ^[5]

- Counteract subsidies provided by foreign governments to their domestic producers in specific industries or enterprises
- The purpose of CVDs is to neutralize the effects of foreign government subsidies

Antidumping Tariff (AD)

Case number: A-570-176 ^[6]

- Imposed when foreign producers sell goods in the importing country at a price lower than it does in its home country, in other primary markets, or below its production costs
- Protect domestic industries from “dumping” or undercutting local businesses

Effective date:

January 30th, 2025

Cumulative rate:

150% - 500%+

[5] <https://www.trade.gov/preliminary-affirmative-countervailing-duty-investigation-low-speed-personal-transportation>

[6] <https://www.trade.gov/preliminary-affirmative-determination-countervailing-duty-investigation-low-speed-personal>



MARKET REACTION

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Dealers, Distributors, and Manufacturers are scrambling to maintain supply continuity and shift production

Dealer Panic

Searching for supply continuity

- Golf Cart Dealers
- Big Box Retailers
 - Lowes
 - Menards
 - Bass Pro Shop
 - Tractor Supply

China Manufacturers

18-24 Months to Shift Production

- Vietnam
- Thailand
 - 70% sourced locally in order to obtain Thai COO
- USA
- Mexico



THANK YOU!