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## **ASPIRE ACQUIRES NEVADA BOB'S GOLF WORLD FRANCHISE IN SCOTLAND**

Aspire Golf Centre near Aberdeen has acquired the Nevada Bob's Golf World franchise for north-east Scotland in a deal worth in excess of £225,000.

Aspire, which has the finest public practice facilities in Scotland, opened in 2005 and attracts more than 30,000 visitors per year. Nevada Bob's is considered a major player within the golf industry and the brand is respected and recognised by the golf industry worldwide. There are currently two stores in Scotland, in Aberdeen and Glasgow.

Aspire managing director John Duthie said he was delighted to conclude the deal in less than three months with former franchise holder Ken Graham.

John said: "The acquisition of Nevada Bob's is a very exciting development for us. It was always part of our business plan to expand and we now have a stake in one of the finest golf retail businesses in the world. We are looking to develop the franchise and build upon the success that Ken has enjoyed since opening the store in Springfield Road in 1998."

"Nevada Bob's has a good solid operation here in Aberdeen and our goal is to develop on sound foundations and add an additional revenue stream that will enable us to strengthen the Aspire brand."

The Nevada Bob's outlet will be managed by Aspire retail manager Gregg Walker and customers can expect to see additional brands and product lines in coming weeks. Staffing is expected to be maintained at current levels.

Aspire general manager Liam Manderson said: "Aspire will continue to service the top percentile of the market and Nevada Bob's allows us to enter a much broader market sector. We will continue with our successful custom-fit service at Aspire, the Springfield Road shop allows us to cater for the grass-roots market whilst maintaining and delivering the quality of service that our customers have come to expect."

“We are really excited to be working with a dynamic management team at Nevada Bob’s and we are sure that the partnership will have mutual benefits. We have set ourselves challenging targets, plans are at an early stage at present, but we envisage expanding Nevada Bob’s reach in the not-too-distant future.

The golf centre, described as the finest of its type in the UK, has added a new dimension to the game at all levels in the north east since it opened its doors in 2005. New attractions at Aspire’s teaching facility in 2009 include the ball-tracking Flightscope Kudu radar system and new high-speed 1,200 frames-per-second cameras at the teaching facility. In addition, new plasma screens have been fitted to the teaching bays enabling golfers to analyse their swing instantly, with the help of its three PGA professionals, director of instruction Billy Fyfe, former Ryder Cup team member Harry Bannerman and Stephen Murray.

The Aspire Golf Centre offers golfers of all ages and abilities, from scratch players to first timers, a full range of practise facilities to test every aspect of the game at every level on its 50-acre site just two miles from the Bridge O’ Dee, on the South Deeside Road.

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