

Bag Boy Introduces Zip-to-Fit™ and Lite Rider Golf Bags --Virginia company brings three new state-of-the-art bags to market--

RICHMOND – The Bag Boy Company, manufacturer of golf pull carts, bags, and accessories for over 54 years, recently introduced three new state-of-the-art golf bag designs that will compliment its line of innovative golf products.

“The most exciting thing about our new line of golf bags is that each has their own unique and functional characteristics that will separate them from the competition” said Leighton Klevana, Vice President of Bag Boy. “From the lightest cart bag in golf, the Lite Rider, to the exciting new Z-2 stand bag with the Zip-to-Fit™ Removable Pocket System, our golf bags will make carrying your clubs, whether on a cart or on your back, easier than ever before.”

The Z-2 Stand Bag features the Zip-to-Fit™ Removable Pocket System, allowing golfers to customize their bag’s pockets to meet their individual needs while also offering the lightest load possible. With all the pockets attached, the bag weighs only five pounds. However, with the easy zip-off removal of each of the two side pockets, the bag weight can be reduced to an astounding four pounds making it the lightest full size stand bag on the market. Although streamlined, the four pound bag still has a body ball pocket to hold any accessories needed during play. In addition to being extremely lightweight, the bag features the Izzo Dual Strap and removable legs for easy replacement ensuring a prolonged life to the bag.

The Lite Rider Cart Bag is the lightest cart bag on the market today. It is specifically designed for the player who pulls or rides a golf cart, yet wants a bag that is lightweight and convenient to transport to and from the course. This bag features ten pockets that are all accessible from the front when using any cart. A tuck-a-way sleeve holds the unique reversible strap when it is not in use to prevent its interference with the pockets. This bag also has an 8.5” graphite-friendly top, full-length dividers and a concealed key clip and valuables pocket.

The Lite Rider Deluxe cart bag with a traditional tube construction is anything but a traditional golf bag. It weighs less than seven pounds, and all pockets are accessible when on a pull cart or an electric cart. The new tuck-a-way strap system hides the shoulder strap when not in use. It also has a unique 9” organizer top with graphite protection, full-length dividers and eleven functional and easily accessible pockets.

All three of the new Bag Boy bags are manufactured with premium lightweight materials and offered in seven attractive color combinations: black, black/green, black/red, black/silver, black/khaki, black/royal blue, and navy/silver. In addition, each bag can be easily personalized with the embroidered logo of a facility, corporation or an individual’s name.

“We are excited to be able to offer our customers these new top-of-the line bags that have been designed with today’s golfers in mind. Specifically, we have incorporated functional and unique features into bags which are appealing and above all lightweight,” said Klevana.

The Bag Boy Company was founded in 1946 and is recognized as an industry leader in the pull cart, golf bag and accessory markets by providing outstanding customer service and dependable products for over 50 years. To learn more information

about Bag Boy or its products log on to www.bagboycompany.com.

For Immediate Release
Contact: Leighton Klevana
(804) 262-3000