

High octane golf at Lilley Brook Golf Club

Being able to test drive a number of top-end cars and grab a round of golf all on the same day and at the same venue sounds like a real treat. And that is what happened at Lilley Brook Golf Club in Cheltenham. Our motoring correspondent, Eric Barton, developed a simple and unique concept of getting all the major car dealerships in the Cheltenham area together in order to showcase two cars each. Couple this to a full round of golf and an all-day BBQ and you have a recipe for something quite rare. Fifty specially invited guests from Cotswold BMW, HA Fox Jaguar and Mercedes Benz of Cheltenham and Gloucester enjoyed test driving everything from the new Jaguar XF, through to the BMW 730d and the Mercedes Benz E 350. It was a real spectacle to see six of the best cars in their class all lined up outside Lilley Brook Golf Club. Karl Hayer, Director of Golf at Lilley Brook said: "We had a fantastic day and were very pleased to be involved with this first ever multi-dealership test drive and golf day." The dealership principals also attended and it was also a perfect way of providing a platform for the dealership bosses to meet each other in a friendly, neutral environment, away from their place of business. This very first multi-dealership day provided the perfect opportunity to make comparisons between price bands and marques as well as a great day out on the golf course.

Words: Motoring journalist **Eric Barton**
 Photography: **Sam Perry**



1. James Walter and Jenny Jones. 2. Motoring journalist Eric Barton. 3. Colin Gay. 4. Chris Maulton. 5. Geraldine Beaty. 6. Ian Dovey. 7. Paul Cross. 8. Mercedes C350. 9. Paul Holland. 10. Kath Philp and Betty Thompson. 11. Steve Lyons. 12. Jaguar XKR2. 13. Peter Wylie.