

Trolem

LE CHARIOT FRANÇAIS

CHARIOTS DE GOLF
POUSSETTES ELECTRIQUE
ACCESSOIRES
SCOOTERS DE GOLF
BROUETTES ELECTRIQUE

[Thieuloy Saint Antoine, 12/12/2023]

A New Era of Excellence and Diversification in the Golf Cart Industry

Trolem, the French pioneer and leader in electric golf carts, marks the beginning of a new era of excellence and diversification in the golf cart industry. Founded over 40 years ago by the visionary Xavier Bataille, Trolem continues to maintain its leadership position in France while consistently setting new standards in this dynamic industry.

Over the course of more than four decades, Trolem has introduced numerous innovative products, with the launch of electric golf carts 26 years ago marking the start of an exceptional journey. Trolem's innovation journey continued with milestones such as the invention of the first foldable electric cart in 1998, hailed as the "best cart in the world" by Golf Européen. Other inventions, such as the electronic brake or a remote-controlled golf cart, demonstrated Trolem's commitment to pushing the boundaries of design and technology.

In 2018, Trolem, aware of the need to evolve its offering, gradually integrated an electric wheelbarrow and an electric stroller into its portfolio of innovations. This diversification has been successful, allowing Trolem to reaffirm its position as a leader.

The company has also undergone significant changes in its leadership with Franck Adraï taking a majority stake. The new management team, including Robert Malek as Factory Director, Xavier Bataille as Director of Innovation, and Franck Adraï as President, is ready to open a new chapter in Trolem's history.

New Ambitions and Innovations Expected in 2024

To create a new growth dynamic in both historical and international markets, four highly anticipated innovations for golfers will be launched starting this fall. These innovations reflect Trolem's commitment to meeting the specific needs of golfers while continuing to elevate standards of quality and performance. Robert Malek, Trolem's Factory Director, states: "We are eager to present these innovations that will mark a new era for Trolem in the golf cart industry. These advancements demonstrate our commitment to excellence and our constant willingness to meet the changing needs of our customers."

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About Trolem:

Founded over four decades ago, Trolem has built an unparalleled reputation through its commitment to innovation, quality, and customer satisfaction. Based in Thieuloy Saint Antoine in northern France, Trolem continues to push the boundaries of the electric golf cart industry. Trolem's history has been marked by innovations inspired by its founding President, Xavier Bataille. Raised in a family of inventors and imbued from a young age with the culture of entrepreneurship, Mr. Bataille has continuously passed on this legacy to the company.

For more information, please visit our website: www.trolem.fr.

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