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## GOLF CART IS A HOVERCRAFT

 WORK & LIFESTYLE

**Sports brand Oakley has created Bubba's Hover, an all-terrain, low footprint hovercraft that replaces the traditional golf cart.**

Having announced its partnership with Bubba Watson earlier this year, Sports brand Oakley has created **Bubba's Hover**, an all-terrain, low footprint hovercraft that replaces the traditional golf cart.

In order to promote the partnership, the sports apparel and equipment company decided to work with the professional golfer on a new design for the traditional golf cart. Using a hovercraft model from **Neoteric**, the vehicle was adapted to include the standard features of a golf cart. Because of the nature of its air cushion technology, the hovercraft puts less pressure on the ground, meaning it is free to travel across the green – and lakes – rather than being restricted to cart paths. For club owners, maintenance costs could also possibly be reduced. The video below shows Bubba's Hover in action:

Unfortunately, the vehicle isn't commercially available to golfers at the moment, and was created as a one-off for the video. Consumers would also need to undergo training to operate the hovercraft, which is on a technical par with a helicopter. The spot was produced by viral marketing agency [Thinkmodo](#), which helped Oakley gain 8 million impressions and – according to [reports](#) – a 40 percent increase in online sales a few days after the video was released.

Despite this, golfers at Windy Knoll Golf Club in Ohio [recently negotiated](#) with Neoteric to receive two versions of the hovercraft used to create Bubba's Hover. Could a similar vehicle be developed for commercial release?

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