

GOLFSTYLE

A MAGAZINE FOR GOLFERS BY GOLF TOWN

FALL 2010



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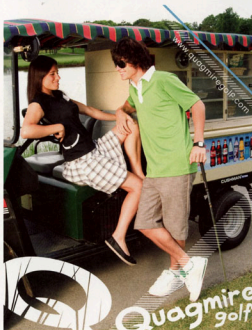
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SPREADING THEIR WINGS



Aston Martin's upgraded DB9 (pictured) and its new Rapide family sedan both feature a 470-hp engine and "swan-wing" doors.

There's much ado at the home of James Bond's automobile of choice. Aston Martin's DB9, for example, has undergone its most extensive upgrades since its 2003 debut, including a new front bumper, a reshaped lower intake with bright hexagonal mesh, new headlight bezels, silver brake calipers and 20-spoke diamond-turned alloy wheels.

But what if you took both the DB9's styling and its six-speed, 470-hp V12 power plant and morphed it into a luxury four-door sedan? Well, you'd get Aston Martin's new Rapide—a

practical family car that just happens to zip from 0-100 in five seconds.

With a base price of \$215,000, the high-performance grand touring model was introduced this year to compete with the Maserati Quattroporte, Mercedes-Benz CLS-Class and Porsche Panamera, among others. Built at a dedicated plant in Austria, it features a full-length glass roof and LED light bars on the rear end—both firsts for Aston Martin. There's luxury and convenience, to be sure, including a tilt-telescoping steering wheel and leather and walnut

trim with metallic accents, along with power front seats with memory and heating, as well as Bluetooth, satellite radio and USB and iPod connectivity. The four doors open "swan-wing" style at a slight upward angle to avoid curbside scuffing, and there's also the sonic boom of the 1000-watt, fifteen-speaker Bang & Olufsen audio system.

And since it's a hatchback with rear folding seats, you have the added bonus of being able to easily fit two sets of clubs into a car that can get you to the course at a top speed of 303 km/h.

Quagmire's colourful forecast

Watch for a pair of head-turning new looks from Quagmire next season. Along with adding both a premium and children's line for 2011, the fashion-forward Toronto-based company is launching Colour Fusion shirts, which change their shade as either your body or the outside temperature heats up. There are three base colours: purple, which turns pink in the heat; green, which turns yellow; and blue, which changes to white.

Even more edge is the company's upcoming tie-dye lineup of golf shirts, a hit at this year's Fall PGA Merchandise Show in Las Vegas, which Quagmire player Aron Price has promised to wear next year on the PGA Tour.

Quagmire is making a tie-dye splash in 2011.



An enlightened path

Address your weaknesses—on and off the course, suggests Abbas Khan

LEADERBOARD MEMBER: Abbas Khan
JOB TITLE: President, CEO, Osram Sylvania Ltd.
HANDICAP: 10
HOME COURSE: Greystone GC, Milton, Ont.
BEST ROUND: 76 at The Bear in Kelowna

How did Abbas Khan get to be one of the youngest presidents and CEOs of Sylvania's Canadian division in company history? Whose company is on the forefront of LED lighting breakthroughs? Drop in for a job interview and listen to one of his first questions: "Name three things about yourself that you need to improve."

"Most have no trouble naming three things they're good at," Khan explains. "But almost everyone stumbles when you ask them about their weaknesses. It would seem that they do not give this nearly as much thought."

Khan was only thirty-nine when he ascended to the head chair in 2007—the first Canadian to hold the title since 1993. There has since been the expected corporate belt-tightening, but having neatly weathered the economic storm, Sylvania's future appears bright. As does Khan's golf game.

GolfStyle: Tell us about the ace.
Abbas Khan: It was at the second hole at Angus Glen's South Course in Markham, Ont.—153 yards into the wind. I hit a six-iron. I'd just bought a set of TaylorMade RAC LT irons, but I needed them in a particular shaft, and there was only one Golf Town in Canada that had them—at their Victoria store. So they shipped them and they arrived the day before my round. There was a note inside saying every club was brand new, except for one that had just been used on the simulator. That was the six-iron. I have to thank the many hands that touched it previously for creating that magical memory.



GS: So you're a loyal customer.

AK: I'm a bit of an equipment addict. The Titleist AP2's, Tiger's original Nike blades...I have a bit of a Smithsonian collection going on in my house. But seriously, I don't even shop anywhere else. Golf Town is very customer-service oriented. The stores I go into, they know me by name. Even if they don't have what I want, I'll wait for it come in before I'd buy it someplace else.

GS: How did you get introduced to the game?

AK: It was a company tournament about fifteen years ago. I played competitive tennis when I was younger, so had some decent hand-eye coordination.

GS: Do you have a favourite golf destination?

AK: I've golfed at Scottsdale with customers and on vacation. I like the Fairmont Princess there.

GS: Any other hobbies?

AK: I play some recreational tennis now. I love music and bike riding with my family.

GS: Are there any character traits you take from the office and apply on the golf course?

AK: Course management, patience, not getting frustrated. Keep working on things you do well, but really practice the areas where you need to improve. If you get complacent, the competition will pass you by. Focus and learn your course, which, for me, means our market and our customers. Don't underestimate your abilities, but don't reach beyond them and go for the impossible shot either.

GS: You play a lot of business golf. Any good stories?

AK: We took some clients out to Wolf Creek, an hour north of Las Vegas. There are some steep cliffs there. There were sixteen of us. In the group behind us, the brakes slipped on one of the carts while the guys were on the green and the cart rolled forward and over a 100-foot cliff. It was a write-off, but the clubs actually survived the fall. We thought we'd get a \$15,000 bill when we got in, but they said, "It's OK, this happens three to four times a month."