

Education City & John Deere deliver quality experience

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The 2020 Commercial Bank Qatar Masters in March moved across the Qatari capital for the first time in its 23-year history to Education City Golf Club. As a partner and equipment supplier, **John Deere** brought key customers to this prestigious event in order to review course maintenance solutions and performance under unique climatic and championship conditions.

Designed by two-time Masters Champion José María Olazábal, the venue comprises 33 holes split into three courses of 18, nine and six holes. The golf club also sits in the noticeable shadow of Education City Stadium, one of the host venues for the 2022 FIFA World Cup. Education City also includes a state-of-the-art learning and practice facility housed in the venue's Centre of Excellence and is at the heart of Qatar's vision to grow the game in the Middle Eastern country.

John Deere was initially chosen as the club's preferred equipment supplier when it opened in 2018 and became the Official Golf Course and Turf Maintenance Machinery partner. The John Deere brand has a long association with professional golf and is an official PGA Tour and Ladies European Tour supplier.

The Education City course is fully equipped with a comprehensive range of John Deere machinery, including the latest E-Cut hybrid electric greens and fairway mower technology. The local John Deere dealer, Progressive Trading, has supported the golf course throughout the partnership with machine selection and set-up, to ensure that the entire fleet delivers a first-class, quality finish to the playing surfaces.

During the 2020 Commercial Bank Qatar Masters, John Deere and Progressive Trading were able to invite key customers from diverse countries to visit the venue and meet the greenkeeping team to exchange information about local challenges.

"Such an event is a great opportunity for customers to experience turf management from a new perspective, in a different part of the world with different challenges such as high temperatures," said Carlos Aragonés, John Deere's Manager Sales & Marketing, Golf & Turf Europe, North Africa, Near & Middle East and CIS.

"All this was represented at Education City Golf Club's state-of-the-art venue. My sincere congratulations go to the event management and greenkeeping team for the outstanding quality of presentation and the tournament's success."

Education City General Manager Michael Braidwood added: "Our guests were particularly impressed by the facilities and extremely high standards of course maintenance. They also appreciated how Education City Golf Club organised and delivered a very successful championship tournament, while supporting the continued growth of the game of golf in the Middle East."

Source: John Deere Walldorf GmbH & Co. KG; ASM Public Relations Ltd