



Blast From the Past

If the words "Slingshot", "Duece Coupe" and "Chopper" bring back memories of freedom, fun and the carefree days of youth, then Brian McInerney, Al Stonehouse, and Jim Colitz have done their job right.

The Southern California trio head up a new franchise called **Wheel Fun Rental** (805) 650-7770 that offers Baby Boomers--and their families-- a chance to re-discover the joys of having some old-fashioned fun.

"Somewhere along the line, most of us got off our bikes and into automobiles," says McInerney, Wheel Fun Rentals founder and Executive Vice President. "Our purpose is to help people rediscover what you knew by heart as a kid--that once you climbed on your beloved bike and headed through the mud puddles, you were really free and headed for fun."

Mud puddles and beloved bikes notwithstanding, Wheel Fun Rentals delivers a menu of strictly 21st century specialty bicycles-- Slinghots, Duece Coupes, Quad Sports, Choppers, and Surreys are all standard fare at a Wheel Fun franchise.

Located in leisure and tourist resort areas and parks and recreational areas, Wheel Fun appeals to vacationing families as an amusement diversion and is usually an impulse buy. Hourly rentals range from \$5 to \$35, depending on the vehicle. Each Wheel Fun locations sports a festive amusement atmosphere, which includes brightly colored awnings, umbrellas, signage and colorful safety flags on each specialty bike.

Wheel Fun Rentals was started in January 2000 and currently has six locations in California. The total costs can range from \$35,000 to \$330,000, depending on the territory size, the build-out costs, inventory level, and whether the franchise is a start-up or a conversion. Another 10 to 15 are planned for this year.

"We are in the business of reacquainting our customer with the concept fo getting on a fun bike and having a blast," says McInerney. "What better way to make a living?"