

# SUCCESS

FOR THE INNOVATIVE ENTREPRENEUR since  
1891

June  
2000

## The 10 HOTTEST New Franchises

### Wheel Fun Rentals

It all began with the Quadricycle Surrey, a four wheel, pedal driven touring car with a fringed top, says Jim Colitz, vice president of Wheel Fun Rentals.

Brian McInerney, founder, noticed the vehicles while on vacation in Milan Italy. When he asked about them, he was told they were made nearby. He visited the plant and subsequently signed up as a distributor. The product was an easy sale, Colitz said, and so well made that there was little repeat business. McInerney began to think about the residual income and decided to franchise.

Wheel Fun Rentals offers skates, bicycles, and unusual modes of transportation such as the Quadricycle Surrey, Deuce Coupe, and Slingshot for rent at vacation destinations.

The company is still an exclusive distributor and sells vehicles to franchisees, Colitz says. Headquarters also maintains a parts inventory for repairs of its products, including the Deuce Coupe, a side-by-side tandem bicycle, and the Slingshot, a low-profile, three-wheeled bicycle. Locations also provide helmets and other safety equipment.

One of the unique things about the franchise is that the parent company is providing a turn-key operation in many cases by obtaining rental concessions in parks and recreation districts, then finding a franchisee to operate them. "It's easier to sell something that's up and going," Colitz says. "And the franchisee already has a growing business."

COMPANY NAME  
PRESIDENT & CEO  
YEAR FOUNDED

Wheel Fun Rentals

Al Stonehouse

1988; franchised in January 2000

LOCATIONS

Five with plans to open 12 to 15 additional franchises in California and Florida this year, other parts of the country in 2001

FRANCHISEE FEE

\$20,000

ROYALTIES

6%

CONTRACT

10 years

CONTACT INFO

Brian McInerney  
4526 Telephone Road #202  
Ventura, CA 93003  
(805) 650-7770  
(FAX) (805) 650-7771  
Bmcinerney@wheelfunrentals.com  
www.wheelfunrentals.com