

What We're Up To!!!

WHEEL FUN RENTALS CO-BRANDS WITH CITY AND STATE PARKS FOR FRANCHISE ROLLOUT

(Ventura, California) --- Wheel Fun Rentals, the nation's premier recreational rental franchise, is co-branding with city and state parks as part of its nationwide rollout.

"We targeted parks as an ideal location because of the high attendance numbers and the outdoor environment that lends itself to our product line," says Al Stonehouse, president of Wheel Fun Rentals.

Wheel Fun Rentals offers a wide range of specialty bicycles that include pedal go-carts, special three-wheel bikes, and a variety of pedal surreys for the entire family. Wheel Fun Rentals are located in the middle of popular tourist and resort locations, on beaches, in hotels, and now, in parks.

"Our business is an amusement experience with a touch of exercise," says Al Stonehouse. "We like to think of it as a Disney-esque form of biking and as such, it is a fun alternative to regular biking." Wheel Fun believes in adding a bit of theater to its retail offerings, too. Brightly colored flags and awnings adorn the kiosk and invite customers to take a closer look. Similar festive flags are placed on each vehicle and the Wheel Fun staff is dressed professionally. The signage and all materials sport the retro 1950s Wheel Fun Rentals logo depicting a smiling family taking a ride together and having a good time. "We are in the business of reacquainting our customer with the concept of getting on a fun bike and having a blast," says Wheel Fun founder and executive vice president Brian McInerney.

City and state parks are an untapped market for businesses that offer products and services involving the outdoors, an environmentally friendly activity, and at a reasonable cost. Recreation activities are what park visitors look for, according to Tom Patrique, management analyst of the City of Los Angeles. Patrique was instrumental in bringing Wheel Fun Rentals into our very first co-branding location. Many recreational opportunities in the park are passive activities, so Wheel Fun was a welcomed addition. "The benefit is increased recreational opportunities for our park patrons," he says.

Consumer research shows that most people are willing to spend a minimum of \$4 to \$5 an hour for recreational activities, according to Patrique, and more if the experience is one they can't get at home. With those parameters in mind, co-branding Wheel Fun's product selection - and cost - with existing protected and maintained parks opens a unique growth potential for the franchise. By locating in the heart of city and state parks, Wheel Fun places itself squarely in the path of its customers - most of whom are looking for a diversion.