

THE WHEEL FUN EXPERIENCE

What We Are All About

Wheel Fun is the nation's premier recreational rental brand. Through the use of uniquely designed, high quality vehicles, we offer fun for the entire family, from toddlers through grandparents, in leisure-time and tourist destinations.

Wheel Fun (and its predecessor) has over twenty five years experience pioneering recreation rentals as family entertainment. Fully researched territories along with great products and full management systems assure a quality consumer experience at an outstanding value.

- Wholesome family activity for over 25 years.
- Over ten million satisfied customers.
- Hundreds of thousands of dollars in donations to churches, schools, charities, YMCA, Girl Scout, Boy Scout, Salvation Army, Big Brothers Big Sisters and other community organizations.
- Wheel Fun has created the only fleet of products designed for entertainment, safety and the reliability required for rental use.



NEED MORE INFORMATION

Give Us A Call

Wheel Fun has identified just 225 premier territories, equating to over 1,000 locations nationwide.

In each phase of development, we'll be looking for a few selectively chosen folks to join the Wheel Fun family. If you have good people and business skills, and a sincere love of life, we'd like to talk to you.

Give us a call or visit www.wheelfunrentals.com



Fun Is Our Middle Name

"Ranked #1 Recreational Rental Franchise..."

--Entrepreneur Magazine



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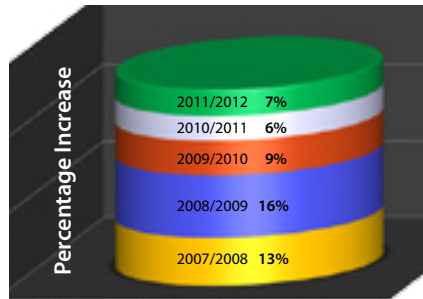
WHY BE A WHEEL FUN FRANCHISE?

Advantages, Experience, Commitment

Same Store Sales Increase

For all outlets open for the entire year
2007/2008 - 2008/2009 - 2009/2010 - 2010/2011 - 2011/2012

Healthy same store sales increases for five straight years, in a down economy - now that's franchise support!



Earnings Claims

Unlike most franchisors, we're not afraid to provide you with information on historical financial results. That information is part of our Franchise Disclosure, and we welcome any questions you may have.

Training

Attend a week-long Training Camp in Ventura, CA. But training doesn't stop there, we will continue to support you in all facets of the business.

Clout

Obtain preferential pricing from suppliers, including insurance.

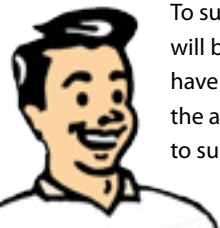
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Modern amusement entertainment (think Disney®), in a local leisure environment.

Support

Receive the support of a franchisor who has been in the trenches and a support team that will assist you on the road toward realizing your dreams. Take advantage of our field visit program, response hotline, and use our customized profitability and management tools.

To sum it up, as a Wheel Fun franchisee, you will be part of a great, hand-picked team. You'll have the benefits of a nationwide system, and the assistance of a franchisor that is committed to supporting you as you achieve your goals.



FAQ

Frequently Asked

Q. How has the economy affected WFR?

A. We have historically found that when consumers are cutting back, our high value entertainment and amusement alternative does well.

Q. How long does the process take?

A. We anticipate it will take you about 3 weeks to be qualified and awarded a Wheel Fun franchise.

Q. What happens during this process?

A. We're looking only for a few select candidates; ultimately, we plan to have only a few hundred territories (over one thousand outlets). We get a chance to meet, show you the Wheel Fun opportunity and systems, and answer all of your questions. At the conclusion of the selection process, both of us must be confident that the prospects for a mutually rewarding relationship are overwhelmingly positive.

Q. What does it cost?

A. Depending on the territory, the total costs will be between \$65,000 and \$320,00. These amounts will vary depending upon your build-out costs, size of territory awarded, and amount of equipment needed.

Q. Is financing available and how much do I need to open?

A. Yes, you can usually finance from 50% to 70% of the total.

Q. Are prospective franchisees required to have a certain background type?

A. We have learned from experience that the best candidates can come from any background. We are looking for folks who love to work with others, have a good sales and marketing sense, and have a strong work ethic and know how to have fun.

Q. Will Wheel Fun Rentals provide me with an exclusive territory?

A. Yes, see our Franchise Agreement and Franchise Disclosure for details.



Q. After the initial fee, what are my obligations to Wheel Fun?

A. The initial franchise fee grants you the right to the Wheel Fun system and the right to a specific territory. The fee also includes extensive training programs, as well as marketing and operational assistance. As a franchisee, you will pay a fee based upon the gross sales developed by the business.



Q. What other support do I receive?

A. Site Selection Our experienced team will take charge in securing the worthy sites.

Signage You will get to use the Wheel Fun signage and custom logos.

Product Our expertise will help you determine the proper levels of inventory for each location.

Layout A layout for your store will be developed that will produce the greatest utilization and retail flow.

Training For Your Team Our training will provided you with the expertise needed to recruit, hire and motivate your team. You will also use our customized training DVD and manuals.

Marketing In addition to local advertising we create web pages for each outlet and bike tour and energize them with a variety of search engine optimization strategies. Our marketing department works with your local visitors bureau, we produce and distribute press releases, plus a multitude of other activities to drive additional business to your Wheel Fun outlets.

Pre-Opening Assistance Our trainers will be with you every step of the way.

Details, Details, Details Our trainers will go into great detail with you before you open your store. You will even discuss things like answering the phone, opening and closing the store, hours of operation, career apparel, and more.

