

WHEEL FUN RENTALS

"Ranked #1 Recreational Rental Franchise..."

--Entrepreneur Magazine

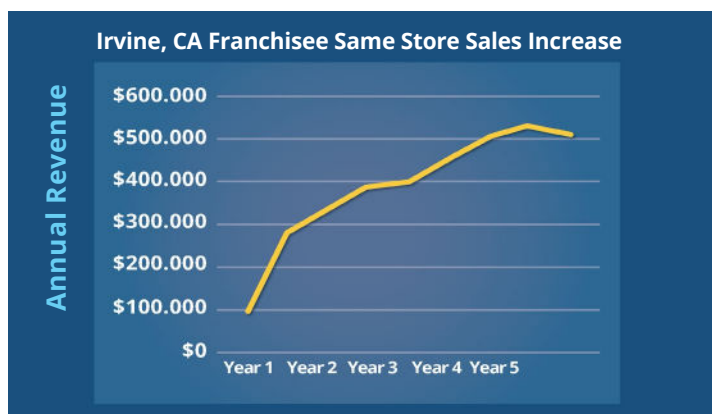


WHY BE A WHEEL FUN FRANCHISEE?

Earnings Claims Unlike most franchisors, we're not afraid to provide you with information on historical financial results.

Training With over 120 outlets, we have figured out how to grow sales. We'll show you this and the systems that will increase your efficiency.

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 increased profitability. Take advantage of our field visit program, response hotline, and use our customized profitability and management tools. We are happy to supply you with a list of our current franchisees, where we know you'll get a glowing review of our support and their success.



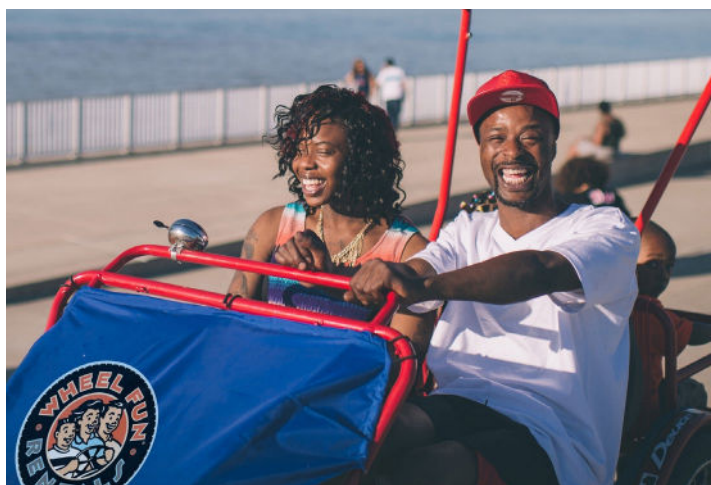
Prior to becoming a franchisee, Irvine Park's best year for rentals was \$88,498 in revenue. Since then, they've seen steady growth to over \$550,000 a year.

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 grow your business.

THE WHEEL FUN EXPERIENCE

What We're 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 35 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 30 years.
- Over thirty 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.



Fun is our Middle Name!

FAQ FREQUENTLY ASKED

How long does the process take?

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

What happens during this process?

We're looking only for a few select candidates. We'll 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 you will see significant benefit.

What does it cost?

The cost will vary depending upon the amount of equipment needed.

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

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

Will Wheel Fun Rentals provide me with an exclusive territory?

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

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

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.

What other support do I receive?

We'll put together a local self-guided bike tour which will increase both the quantity and the length of rental time for your bicycle rentals. We'll create professional Surrey dash maps showing the riding area and reinforcing safety. You will also get to use Wheel Fun signage, custom logos, and much more.

PRODUCT

You'll have access to the widest variety and safest, most durable rental product in the industry.

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 provide you with the expertise to take your business to a new level.

MARKETING

In addition to assisting with local advertising and ad artwork, we create a powerful web presence for each outlet 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, staff training videos, and a multitude of other activities to drive additional business to your Wheel Fun outlet(s).

DETAILS, DETAILS, DETAILS

Our trainers will go into great detail with you initially. More importantly, we are here to work with you month in and month out. We'll share the knowledge and you'll realize the power of all of the great ideas and techniques that come from a full network of operators.

NEED MORE INFORMATION

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 wheelfunrentals.com/franchise

