



Annual Pass

In our on going commitment to increase same store sales, grow profitability, and offer increased customer value in the current economic environment, Wheel Fun Central has created a new turnkey program, designed to generate additional revenue with very little work or cost on your part.

After testing various versions during a trial run this past summer, we are introducing the **Wheel Fun Rentals Annual Pass** program, and to maximize participation, offering it to you at no cost for the first year.

The Annual Pass program was introduced in late June/early July 2009. In six trial locations (Ventura Pier, Ventura State Beach Picnic Area, Lake Balboa-Van Nuys, Doheny State Beach - Dana Point, and Oceanside Pier) we implemented various scenarios to learn which would have the greatest success. The Doheny State Beach program sold the most annual passes at 118. Here is a brief analysis of the results of the program conducted at Doheny State Beach.

Annual Passes are sold at \$10 each. For \$10 the customer receives:

- An annual pass enabling the purchaser to receive 50% off one (1) rental daily for the year or 50% off a Wheel Fun Tour (where available).
- An additional ½ hour of “Fun Time” on their rental the first day.
- The passes are good for one year from date of purchase and can be used at any participating WFR location.
- All of this data is indicated on a counter decal.

Decal size 20”x11”

Annual Pass Decal



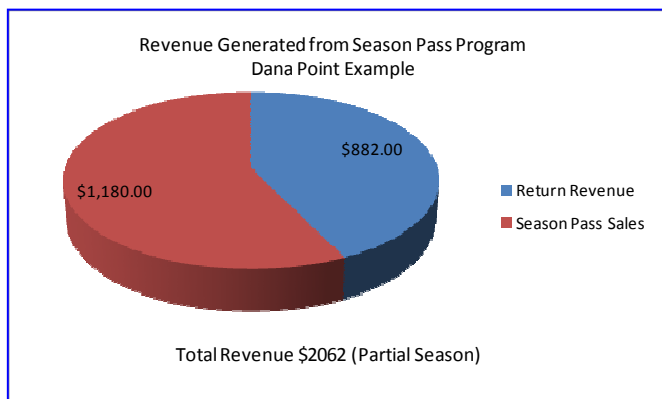
Passes do have restrictions as stated on the decal, sign up form, and the back of the card to limit multiple same day use or use on high traffic holidays. Upon sale, a brief form is filled out and attached to the contract and receipt for your verification purposes.

Here is Annual Pass information about revenue generated at Doheny State Beach from this trial:

- 118 Passes were sold = \$1,180
- 30 of the customers (25%) came back for at least 1 rental with the card
- Return revenue generated from pass holders = \$882
- \$3 paid to staff for each annual pass sold.

Total Revenue Generated = \$2,062 (partial season)

Additionally, if we were to assume a full season of sales (the program started mid July in Dana Point) we would have sold 281 passes and generated **\$3,780 in net revenue for the full season.**



For those of you in areas with primarily tourist activity, you might imagine this wouldn't work, however 48% of the passes were sold to customers from out of the area (including some from out of state/country), many who came back throughout the following week.

This program is a great way to instantly and easily add revenue that goes directly to your bottom line, increase revenue through return visits, and build brand recognition.

Front of Card



Back of Card



Additionally, the selling of annual passes is a way to incentivize your staff entirely based on the effort they put in.

You can maintain control through the sale of plastic pre-numbered cards distributed at each location. This way the customer receives the card right away.

As stated in the introduction, Wheel Fun Rentals will provide **at no cost to you** the tools necessary to participate in this program:

- An Annual Pass Counter Decal for each participating location.
- 100 Annual Pass cards (additional cards can be purchased through WFR Central for .25 cents each).
- Annual Pass Form Templates (filled out upon purchase).
- Blurb on the location's webpage mentioning your participation in the program.

Once we have your commitment to implement this program at your location(s) we will send you your annual pass package.