



# New Product, Sailing

## New Product

### Sailing

We would like to share with you a new product called Hobie Sail Kayaks, currently used by franchisee Geno Wasilewski in his Denver City Park location.

In locations with water products, we have often felt sailboats would drive increased revenue. Sailing likely brings a new, sports oriented customer interested in a more “active exhilarating” experience, and also brings them back over and over. Colorful sails also add energy around your WFR outlet.

The challenge has been that too many people don't know how to sail (though some will say they do). Without this knowledge and experience, the customer won't be able to sail their way back to our WFR location. Training staff to offer mini sailing lessons has never seemed like a practical solution, so we just couldn't make sailing happen.

Below is an excerpt from a recent press release announcing Geno's new City Park location. As you can see, Hobie offers a new product that allows anyone to try sailing, without the worry they will become stranded.



Sailing Denver's population consistently ranks among the Nation's most healthful and recreation oriented. Looking for an exhilarating experience? Anyone for sailing? Let your sailing experience begin at City Park!

Can you picture yourself gliding across the lake, effortlessly powered by the wind? Ever considered sailing, but weren't sure if you knew how? Wheel Fun Rentals has just the solution; a Hobie sail kayak.

As a nimble, efficient watercraft the kayak's basic design has remained unchanged for centuries—until now. Hobie's MirageDrive® achieved a real stroke of genius by eliminating the stroke and introducing the step.

Here's how it works: alternating pedal steps drive two underwater fins that work much like a penguin's flippers, propelling the Mirage with surprising speed and ease. Using the large muscle groups of the legs generates far more efficient power than the back and arms. With minimum effort, coming up to plane and reaching top speed are a snap. In a match race between a single Hobie Mirage and a conventional tandem kayak, the Hobie Mirage won hands-down (pun intended). The Mirage is quiet, dry (no more dripping paddles) and leaves your hands free for hydration, fishing, photography or sailing.

And here is where the excitement really takes off. Wheel Fun Rentals has some of these kayaks equipped with sails; kayaking's second major design change in over 300 years! Attach a sail and what else do you need to propel you through the water? And with multiple ways to propel, you don't have to rely exclusively on the sail, so everybody can easily learn to sail. One and two person models available and the movable seat mount can be adapted to fit paddlers from age six to eighty.

And for those who have a little more sailing experience Wheel Fun Rentals offers pure sailboats as well. The Bravo is Hobie's latest contribution to sailing simplicity. Its large sail area makes it responsive in light winds, while the roller-furling main and square-top sail design allow for controlled sailing in all wind conditions. With its ease of use, comfort and stability, the Hobie Bravo is ideal for new sailors and experienced sailor alike.



These kayaks are offered with or without sails, and you'll get an opportunity to see these new watercraft in action at the upcoming WFR Franchisee Conference.

If you are interested in learning more and viewing a video of the sail kayak in action, go to [http://www.hobiecat.com/kayaking/kayak\\_sail.html](http://www.hobiecat.com/kayaking/kayak_sail.html), or contact Geno at (720) 254-6612.

If you are interested in acquiring boats, please contact Mark at WFR Central.