



Wheel Fun Rentals®

Enhancing The Guest
Experience



Presentation prepared for
Hilton San Diego

"The whole family had a great time; even grandma & the baby came along"

Customer - Mandalay Beach Resort

why Wheel Fun Rentals

experience, commitment, excellence

Fun is our middle name and we provide wholesome recreation, corporate teambuilding programs, family activity and way more: all in the name of Fun. We've been in this business a long time and understand the importance of a brightly colored, well maintained fleet. We pride ourselves in well-trained staff members who carry a professional appearance. And, most importantly, we deliver on a great outdoor experience.

Established in 1987 and headquartered in Ventura, Wheel Fun Rentals is the premier recreational rental company in the United States. With over 8 million happy customers, Wheel Fun does business with numerous resorts and hotels as well as cities, parks and recreational facilities, with over 70 locations across the country.

As represented in our logo, we offer good, clean family fun for all ages from toddlers to grandparents. We know the value of investing in top quality equipment designed for the rigors of rentals. In fact, because no commercially available equipment exists we design and import our own products. Our fleet of unique vehicles provide unparalleled outdoor recreation for sight seeing, people watching and a touch of exercise that will enhance any leisure time experience.

Wheel Fun's current fleet product and facilities invested at the Ventura Beach Marriott is in excess of \$10,000 and we continue to upgrade and replenish each year. We take this business seriously and are glad to be a part of the recreation offerings.

we add enjoyment everywhere we go

recreation

Adding to the amenities package

Wheel Fun will supply and fully maintain all rental products & signage and assure everything is kept fresh year after year. We will bring all documentation and training materials and be on premises as necessary to assure a smooth and successful operation.

We will:

- 🚲 Assist in developing special bike & beach theme days for kids camp and similar activities.
- 🚲 Develop teambuilding programs and events for groups utilizing beach services and cycles that might include Surrey cycle scavenger hunts, volleyball games, Beach Olympics, and more.
- 🚲 Partner with the Hilton San Diego's sales team on group sight visits to secure future business through increased offerings.
- 🚲 Offer management personnel availability to attend Hilton San Diego's operational staff meetings as needed to remain informed and to help coordinate activities.

Marketing & promotions

🚲 Wheel Fun Rentals will provide professional signage, as needed, to support business efforts including but not limited to rental rate and instruction signs, customer brochures with rental rates & information and logo signs for rental building.

🚲 We will develop a fanciful trail map featuring fun places to ride.

🚲 Rental products will feature the Hilton San Diego's logo increasing Resort exposure.

🚲 Wheel Fun Rentals will further customize our Hilton San Diego's web page on our website and provide links and/or artwork and materials to create a **SPECIALTY CYCLING - FAMILY FUN** page on the Hilton San Diego's website.

We will work with the Hilton San Diego to develop in room promotional materials to support recreational activities.



top notch operations

from the people who are #1 in the industry

"The most memorable family experience of our entire vacation!"

Customer - Santa Barbara

Staff caliber

All of our staff receives extensive training, based on our exclusive video and 40-page Reference & Training manual. Regular inspections and reward systems consistently reinforce professional standards. A local Wheel Fun manager will oversee daily operations.

Product maintenance and support

- Regular product maintenance and refurbishing assures a fresh sparkling fleet.
- Trained mechanics assure safety, high levels of customer satisfaction and 98% operational product levels, maximizing the guest experience.
- Complete distribution center assures availability of fleet product and service parts.
- Full service parts inventory in each rental location sup-

ported by our automated replenishment system.

- Mini service center outfitted with a full range of specialty cycle tools in each location.

Wheel Fun Rentals corporate office and distribution center



Community support

We actively support the communities where we do business. Wheel Fun has given donations exceeding two hundred fifty thousand dollars including activity time to schools, churches, Boys & Girls clubs, charities, fundraisers and numerous underprivileged, disabled and disadvantaged groups.

Daily rental data

Daily P.O.S. system download, optimizes product utilization and increases service levels.

unique products

designed and imported by Wheel Fun

Cycle fleet

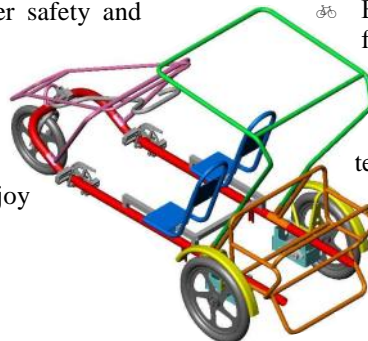
Wheel Fun offers the only fleet designed for the rigors of the rental market. We couldn't find product that held up in the tough rental environs, so we developed our own.

- Designed from the ground up for greater safety and reliability.
- CAD supported Industrial Design utilizing full Human Factors research, assures comfort and adjustability. In fact, a father and his seven-year-old daughter can enjoy the same product together.

- A family of products that share identical styles, parts and features, assures a professional fleet appearance as well as easier serviceability.

- Easily replaceable "skin coverings" keep the fleets fresh and professional.

- Rack and pinion steering; drum brakes; multiple independent chain drive pedaling systems, hard coat baked-on paint and stainless steel finishes.



Quad Sport



Chariot



Slingshot



Beach Cruiser



Chopper



Double Surrey



Tandem



Deuce Coupe

Single Surrey



If something comes to life in others because of you, then you have made an approach to immortality."
-Norman Cousins

proposed rental equipment & rates

unique bikes and way more

When practical, Wheel Fun Rentals will have extra equipment delivered during peak seasons/days or for group programs.

Wheel Fun Rentals will make available all rentals exclusively to resort guests, &/or to the general public, further enhancing the revenue opportunities.

Daily set up for display will include all products, neatly displayed by style.

Staff will greet guests upon arrival to the location, assist with sizing of equipment and provide the level of service expected at a luxury resort.

All equipment will be maintained to the highest standards and cleaned after each rental ensuring each guest receives a great experience.

FREE Helmets with every rental!

RENTAL RATES

	1 HOUR	1/2 day	full day
Single Surrey	\$20		
Double Surrey	\$30		
Chopper	\$10		
Quad Sport	\$10		
Slingshot	\$20		
Deuce Coupe			
Cruiser Bikes	\$8	\$18	\$20
Charlots	\$5	\$15	\$8
Boogie Boards	\$8	\$5	\$8
Beach Chairs	\$3	\$5	\$6
Umbrellas	\$2	\$4	\$6
Sand Toys			

Review Release of Liability Agreement for full rental terms & conditions. All equipment is rented subject to the rules of operation. Failure to obey is subject to immediate termination of rental without refund.

FREE Helmets with every rental!

WHEEL FUN RENTALS

Rental Guidelines

- **Rentals One-hour minimum**
After First hour all rentals are prorated in 15 minute increments.
- **We do not offer refunds for weather-Rain Checks Only.**
- **Damaged Goods** -You will be charged for product damaged during your rental.

Be Safe:

- Helmets & other safety equipment offered FREE. We recommend it!
- Anyone under 18 must wear a helmet
- Ride safely, use common sense, watch for others & obey all traffic laws.
- Please be certain you receive & understand **riding instructions** prior to renting.

Review Release of Liability Agreement for full rental terms & conditions. All equipment is rented subject to the rules of operation. Failure to obey is subject to immediate termination of rental without refund.



financials

greater sales & higher efficiency

Wheel Fun Rentals handles the following areas of responsibility and related expense:

- New fleet product replenishment
- Cost of fleet refurbishment
- Cost of equipment, repairs, replacement parts and tools
- Risk management and insurance
- Marketing, advertising promotions and public relations
- Logos and signage
- Training and oversight
- Accounting and auditing
- Licenses and permits as required



key demographics

ideal for guests

Drawing crowds to Hilton San Diego

- 41% of customers report making a decision to rent spontaneously.
- 26% report making the decision to rent based on advertising (all sources combined)
- 10% who report being brought to the rental outlet by family/friends.

Based on survey results, Wheel Fun Rentals customers are:

Gender:

About even (50/50) male/female;

Age:

Adult Customers (those who pay as well as rent)

About 50% under the age of 35, and 1/3 who are 40 or older.

Minors (those who use equipment)

50% between the ages of 10 and 14

Party size

Rent product in an average party size of 3.6 people;

Over half (53%) of whom come with at least 1 or more children under 18

Reason:

Visiting the area on vacation or a getaway

71% Vacation/getaway

29% who live in the area

Income:

From households that report annual incomes of \$64,800 (categorical median), with 66% who report annual household income of \$50,000 or more.



insurance & guest safety

why take a chance?



- ⌘ Rider safety and user information instructions will be passed to each guest before departure, as part of our comprehensive process.
- ⌘ Helmets and locks are made available to all riders at no additional charge with helmets required for all children under 18 years old.
- ⌘ Wheel Fun Rentals will provide comprehensive liability insurance with limits of liability not less than \$1,000,000 combined bodily injury and property damage. Wheel Fun Rentals will also name Hilton San Diego Resort as additionally insured.
- ⌘ Wheel Fun will provide a release form for all guests to sign, which contains language acceptable to the resort.
- ⌘ Routine maintenance and safety checks are conducted on all equipment with product maintained to highest standards.

*"The greatest happiness
in the world is to
make others happy."
Luther Burbank*

impeccable references

check us out

Financial information available upon request

Hotel del Coronado
Jennifer White - Recreation Director
1500 Orange Avenue
Coronado, CA 92118
619-522-8842

Denver Parks and Recreation
Fred Weiss
720-913-0735
Fred.weiss@ci.denver.co.us

California State Parks
Joanie Rowe- Concession Specialist
300 Avenida Del Presidente
San Clemente, CA 92672
949-366-8508
jrowe@parks.ca.gov



Embassy Suites, Mandalay Beach Resort
Rick Weichert- General Manager
2101 Mandalay Beach Road
Oxnard, CA 93035
805-984-2500

Buena Vista (Disney Resorts)
Mr. Bob Smith
2697 W. Fairbanks
Winterpark, FL 32789
407-718-5039

Orange County Parks and Recreation Department
Andrea Richard
300 North Flower Street 4th Floor
Santa Ana, CA 92702
714-834-4677
Richarda@pfrd.co.orange.ca.us

pedal boats, kayaks & electric boats

exceeding expectations

Single Kayak



Double Kayak



Canoe



Double Pedal Boat



Single Pedal Boat



Quite and Clean Fun on the Water

- Pedal boats, kayaks & canoes bring family fun and when practical electric boats offer a bit more range.



Additional concepts

gps guided tour

nothing else like it

"Our company had a great time"

Customer- Data Exchange Corporation

Our satellite monitored cars will tell you where to go and what you'll see along the way.



The magic of satellite technology - Using state-of-the-art GPS technology, we'll bring local lore & legend alive with fun-facts, history, landmarks and stories presented on the very spots where they were created. Just click the "on" button and sit back and relax. Let us be your guide.



No other tour lets you explore "your" points of interest - Not only are we this area's most comprehensive tour, covering over 100 points of interest, we let you explore at your own pace. The only tour that offers you the flexibility to stop for a few minutes or a few hours to visit attractions, memorials, museums, and historical points of interest; as well as opportunities for shopping and dining throughout the city.

Also included - THE BEST OF - Learn who has been consistently voted the best spots to dine, shop, rent cycles or just relax and have a good time.

OR

Take our talking hand-held with you in your car for the most fun you will ever have exploring! Connects to car audio system.



Join us for a day of entertainment and exploration that will be the highlight of your stay!



concepts for the beach

the ultimate beach resort



- ⌘ Beach set up assistance – Complimentary beach delivery of chaise lounge & umbrella w/rental.
- ⌘ Complimentary towel service



Towel Service



"We are planning on doing another event with Wheel Fun Rentals again"
Customer— Air New Zealand

group & teambuilding programs

at any Wheel fun location

Additional concepts

Surrey Scavenger Hunts

Whether your group is from work, school, or church, this program is always a favorite. The group that pedals together, stays together... of course that has a lot to do with the fact that everyone is riding on the same bike. Our Old-fashioned Italian Surreys seat up to six people. We spice it up a bit by getting you in teams, setting up a course, adding a list of questions, clues, and riddles to be solved, and last but not least... IT'S A RACE! This program is offered at any one of our Wheel Fun Rentals locations.

Time: 1.5 hours

Price: \$15 per person for 6-12 participants
\$13 per person for 13-42 participants



Drag Races/Team Time Trial Races

On your mark, get set, Go! This is a race for speed; the fastest person pedaling the Slingshot, Chopper, or Quad Sport across the finish line is given the checkered flag and announced the winner of the Drag Race. The Team Time Trial requires a three-person team riding each of the three specialty cycles for a combined total time. The cycles for this program can be delivered to your event or you can enjoy it at one of our Wheel Fun locations.

Time: 30 to 90 minutes

Minimum 15 people

Price: \$10 per person

\$7 per person when adding it to another program

Blind-Folded Obstacle Course

This fun program is for all ages. We can deliver the cycles to your indoor or outdoor event or you can visit any one of our Wheel Fun locations. Our Chariots are a three-wheeled scooter with a double footrest. Each participant is timed as they are blind-folded and guided through a fun course receiving verbal directions from a partner while trying to cross the finish line in the fastest time.

Time: Up to 1 hour

Minimum 15 people

Price: \$5 per person

\$4 per person when you add it to another program

Triathlons

Need a little variety? This is a great way to mix it up and participate in many different activities. You will be treated to a triple treat activity using bikes, boats, scooters, and a variety of three and four wheeled pedal driven cycles. Activities vary based on location.

Time: 1-2 hours

Minimum 20 people

Price: \$10 per person

\$7 per person when added to another program

corporate management summary

*WFR Market Research
4/10 customers (41%)
report making a decision to
rent spontaneously*

who are these guys?

Jack & Carol Pentlarge (owners and operators of Wheel Fun Rentals San Diego)



Jack and Carol have been operating rental locations in the San Diego area since January 2001. Jack and Carol's experience goes beyond that. They were instrumental in the development of the Wheel Fun Rentals concept. This experience has helped them obtain locations at The Hotel del Coronado, San Diego Marriott Hotel and Marina, Coronado Marriott Resort, and Holiday Inn on the Bay, across from the Cruise Terminal. Resort locations of this magnitude allow Jack and Carol to provide the utmost in customer service and professionalism. Their goal is to provide the best possible experience for everyone, and their reward is the smiles on their guests' faces.

Within the Wheel Fun Rentals Franchise system, Jack and Carol have helped develop and set many standards. They are two time winners of the Franchisee of the Year Award and are determined to win many more. Jack has been featured on the Travel Channel and HGTV in conjunction with the Hotel del Coronado. Both have also been featured on the Channel 9 news in San Diego.



Both former swimmers, Jack and Carol competed in many national competitions. Jack swam in the Olympic Trials and represented the western half of the United States in the Olympic Festival. Carol, too, is a college record holder and NCAA finalist. Exercise is still a key to their everyday life which they enjoy with their two daughters Jessica and Catie-their pride and joy.

Jay Hines (Director)



Jay Hines is our Team Motivator and Outdoor Recreation Specialist with over twenty years of experience. Her enthusiasm and passion for bringing healthy recreation to people of all ages, abilities, and backgrounds is beyond compare. As a competitive athlete that has traveled the world she is fully aware that "play" is what makes life rewarding and she feels strongly that "play" is something that needs to be made available to all.

From being part of EntrePrise USA, the world's premier climbing wall company to managing Sun Country Tours, a whitewater rafting company her focus remains the same. Build great work teams that can help allow others to experience outdoor recreation at it's finest level. Fortunately for us Jay considers her time at Wheel Fun Rentals just a continuation of her play time. So do not be surprised that when you meet her in the field she will most likely want to take you for a bike ride... it's just part of the job!!!

Al Stonehouse (President)



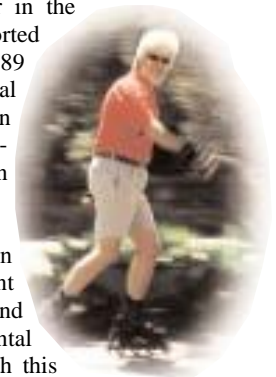
Al, former president of Diamondback Bicycles and Fitness, was a key player in building the company from under \$15 million to over \$120 million in worldwide sales. During his tenure as president, Diamondback consistently won the industry's "Top Supplier" rating.

While at Diamondback, Al's responsibilities also included over fifteen years heading product development and procurement. He founded the international sales division, which grew to over \$40 million in three years. Al created Diamondback's, fitness division; it's most profitable endeavor, and led a restructuring of risk management activities resulting in average annual savings of over \$500,000.

Al has over 10 years experience in every facet of specialty retail, including merchandising and store management.

Brian McInerney (Executive Vice President)

Brian McInerney has been a pioneer in the recreational rental field. He first imported the Surrey from Italy in 1987 and by 1989 had established five successful rental locations along the west coast. Brian created and managed both rental operations and the industry's first distribution company.



Brian's propensity for experimentation led to twelve years continued refinement of the format, locations, systems and product that work in recreational rental arenas. There is no other person with this depth of understanding in this marketplace.

Brian also possesses twenty years experience in every facet of commercial and investment real estate. After achieving the Top President's Club Award three consecutive years with Merrill Lynch Realty, he and an associate founded, built and eventually sold a successful multi-office real estate brokerage firm in Southern California.

In the spring of 1999, Al Stonehouse joined Brian and together they refined the national Wheel Fun Rentals concept.

we're growing

current Wheel Fun locations

Arizona

- ☐ Tempe Kiwanis Park

Colorado

- Denver
Washington Park
City Park
Central Park

Florida

- St. Petersburg
Holiday Inn Sunspree Resort
The Pier
Merry Pier
- Fort Myers
Lakes Regional Park

Georgia

- ☐ St. Simons Island
The Clarion Resort
Days Inn
Villas by the Sea
Quality Inn &

Suites

Indiana

- ☐ Indianapolis
White River State
Park
Canal Walk

Kentucky

- ☐ Louisville
Waterfront Park
- Mammoth Cave Park
- Clermont
Bernheim Forest

Minnesota

- ☐ Duluth
Canal Park
- Minneapolis
Minnehaha Falls
Lake Nokomis
Lake Calhoun

Lake Harriet

North Carolina

- Carolina Beach
Boardwalk
Lake Park

Ohio

- ☐ Cleveland
Edgewater Park
- Cincinnati
Sawyer Point

Oregon

- ☐ Seaside
407 S. Holladay
Drive
153 Avenue A
Heritage Square
Quatat Park
- Bend
Thousand Trails



California continued

- Ventura
Ventura Pier
State Beach Picnic Area
Marriott
- Oxnard
Embassy Suites Mandalay
Beach Resort
▪ Irwindale
Santa Fe Dam
- Long Beach
Shoreline Village
- ☐ Dana Point
Doheny State
Beach
- Fountain Valley
Mile Square Park
- ☐ Huntington Beach
PCH and Newland
PCH and Magnolia
PCH and Beach
PCH and Brookhurst
- Oceanside Pier
- San Diego
Hotel del Coronado
Marriott Hotel and Marina
Liberty Station
Holiday Inn on the Bay
Balboa Park
- Imperial Beach
862 Seacoast Dr
- Coronado
Coronado Island Marriott
- Carlsbad
La Costa Resort & Spa



Riverside Market

- ☐ Black Butte Ranch
- Eagle Crest Resort

South Carolina

- North Myrtle Beach

Texas

- Galveston
10th & Seawall
17th & Seawall
47th & Seawall

California

- ☐ San Francisco

Golden Gate Park

- ☐ Solvang
475 First Street
- ☐ Santa Barbara
23 E. Cabrillo
Fess Parker Double Tree Resort
101 State Street
Mar Monte

CONCLUSION

Wheel Fun Rentals presence serves to enhance Hilton San Diego by bringing an added dimension to the guest experience while providing customers with high levels of reliability and professionalism.

We believe our expertise ensures a smooth well integrated operation and we appreciate the opportunity to demonstrate this dedication to quality and service.



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