

# **WHEEL FUN RENTALS**

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## **WHEEL FUN ENTERS EXCLUSIVE DEAL WITH SCHWINN**

(Santa Barbara, CA)---Wheel Fun Rentals and Schwinn Cycling & Fitness, Inc., entered an agreement today that will make Schwinn products, including retro bikes like the Stingray, the exclusive brand at all Wheel Fun Rental locations. Wheel Fun Rentals president Al Stonehouse says the partnership is a natural.

"Wheel Fun is the premier recreational rental chain in the country, and Schwinn is the premier bike manufacturer in the country - it's the marriage of two high profile, high-end companies."

Wheel Fun Rentals offers family-friendly entertainment in the form of pedal bikes like the three-wheeled Slingshot, two-seater Deuce Coupes, Quad Sport go-karts, and for the family, four wheeled Surrey cycles.

Located in leisure and tourist resort communities, Wheel Fun franchise outlets rent amusement cycles by the hour as an exciting and enjoyable activity. Before today, the company also rented various brands of bicycles, but now, those products will be exclusively Schwinn.

Stonehouse says the deal opens up a new line of nostalgia entertainment at Wheel Fun shops. In addition to mountain and touring bikes, his shops will carry classic reproductions of Schwinn Cruisers, Stingrays and Orange Crate models.

"Our business is amusement and unique entertainment, so it's exciting for us and our customers to have products like retro cruisers and the Stingray," Stonehouse adds. "Schwinn has made a limited number of these reproductions and they will be in all of our locations."

Stonehouse also likes the Stingray because the seats are adjustable in height so seven year olds can ride the bike as easy as 70 year olds. Stonehouse says customers have always preferred the Schwinn products they've rented. Therefore, he says, the exclusive deal will be popular.

"Schwinn is the product our customers trust," he explains. "They have confidence in riding these quality bikes."

Stonehouse also likes that Schwinn bicycles look good on the streets. "The styling is by far the most appealing of any bikes out there."

Today's deal also guarantees Wheel Fun Rentals a large network of Schwinn reps and service assistance.

"Schwinn will support our franchise network and they will back up our products with replacement parts," Stonehouse says. Schwinn will also provide service and parts for Wheel Fun's other cycles.

Stonehouse says a network as large as Schwinn will keep the cycles in good working condition for the customer.

In addition, both Wheel Fun Rentals and Schwinn will promote each other independently, plus in joint marketing promotions. The franchise locations will also exclusively carry other Schwinn products like water bottles, helmets, clothing, and accessories.

Wheel Fun Rentals operates eight franchise locations in California, including Santa Barbara, Oxnard, Ventura, San Francisco, Solvang, Lake Balboa Park, Long Beach and Fountain Valley.

Future plans call for Wheel Fun Rentals expanding into more locations, including city and state parks, as part of a nationwide rollout this year. Wheel Fun locations are brightly decorated inside and out with festive flags and awnings. Company logos and designs are nostalgic taking customers back to simpler times in favorite beachside towns and resorts.

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