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Western GroupTour m a g a z i n e

WINTER 2009



*The
Wow
factor*

Groups in every social strata
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The
WRIGHT
STUFF

Several of Arizona's finest
buildings were designed by
America's most famous architect



The newest vehicles in the Pink Jeep Tours fleet were custom designed.



Groups ride in comfort with Pink Jeep Tours.

Ride in style

Pink Jeep Tours adds comfortable Tour Trekkers to its fleet

One of the newest Las Vegas offerings is not a hotel-resort, night club, or restaurant. This time, it's a vehicle ... and when they say pink, they mean *pink*. The newest editions to the Pink Jeep Tours fleet, the luxurious-yet-rugged, Tour Trekker, is the first of its kind — a high-end, all-terrain, four-wheel drive vehicle, designed to be the ultimate tour vehicle.

For nearly four years, Pink Jeep Tours developed and refined this one-of-a-kind vehicle. Custom-built to easily navigate tough desert terrain and overcome challenging climate, the Tour Trekker spaciously seats 10 passengers, while preserving the intimate small group experience.

“We saw this trend coming years ago,” said Shawn Wendell, owner of Pink Jeep Tours. “We knew in order to get ahead, we needed to find that special vehicle to service our niche market. But when we realized we could not find that vehicle, we decided to create it ourselves from scratch. This was a bold move for a sightseeing company but we took the gamble anyway,” he said.

Comfort is paramount; each fully-loaded Tour Trekker offers small groups a state-of-the-art-designed interior that includes reclining leather captain's seats,

15-inch DVD players, large tinted windows for unobstructed viewing, cross compartment A/C venting increasing passenger comfort, and foam-insulated walls for a quieter ride and superb climate control. The wheel base provides a smoother ride with dual rear wheels enhancing stability and safety. True to the JEEP brand, Chrysler designed and licensed a seven-slot grille specifically for this application.

A proven track record

The company has been leading off-road tours since 1960. Recently, *Nevada Magazine* readers named Pink Jeep Tours the top tour company. As one of the few Las Vegas tour companies to possess off-road permits, guests are able to experience areas inaccessible to most other companies.

Pink Jeep Tours can create customized experiences with combination tours, scavenger hunts, photos safaris, barbecues, picnic lunches, and other fun events. By easily navigating the outdoor terrain, the Tour Trekker allows access to remote destinations. Passengers can enjoy any of the 10 off-road tours to some of the Southwest's most awe-inspiring landmarks, including the Grand Canyon, Hoover Dam, Death Valley, Eldorado Canyon, Mount Charleston, Red Rock Canyon, Zion National Park, and Valley of Fire.

One of the favorite group tour options is Eldorado, according to Tara Schaup, the group sales coordinator.

“Groups can tour a historic gold mine, participate in Western cowboy games and wrap up the day's events with a barbecue meal,” she said. “It is a very unique and scenic location that also takes guests back in time to the 1860s of the old Wild West.”

The Tour Trekker can seat six to 10 guests per vehicle; each vehicle has one professional tour guide for the duration of each tour. Industry rates apply for groups with 15 or more guests, and groups approaching 200 members can be accommodated.

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