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**PINK JEEP TOURS UNVEILS MUCH ANTICIPATED TOUR TREKKER,
THE JUGGERNAUT OF SIGHTSEEING VEHICLES**

The Tour Trekker Paves the Way for the Next Generation of Luxury Sightseeing

LAS VEGAS (Aug. 2008) – What is now new for 2008 in Las Vegas is not a hotel-resort, nightclub or restaurant. This time, it is a vehicle... and this vehicle is *really* pink.

Luxurious yet rugged, the Tour Trekker is the first of its kind, high-end, all-terrain, 4-wheel drive vehicle, designed to be the ultimate tour vehicle.

For nearly four years, Pink Jeep Tours, the premier off-road tour company in the southwest, 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,” which marketing experts now note as being key for today’s tourists who want more interaction, control and participation during their experiences.

“We saw this trend coming years ago. 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,” says Shawn Wendell, owner, Pink Jeep Tours.

Comfort is paramount; each fully-loaded Tour Trekker offers guests a state-of-the-art-designed interior that includes reclining leather captain seats, 15-inch DVD players, large tinted windows for unparalleled and 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.

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Tour Trekker passengers can enjoy any of Pink Jeep Tours' 10 off-road tours to the Southwest's most awe-inspiring landmarks, including the Grand Canyon, Hoover Dam, Death Valley, Eldorado Canyon, Mt. Charleston, Red Rock Canyon, Zion National Park and Valley of Fire. By easily navigating the outdoor terrain, the Tour Trekker allows guests unique access to remote destinations, thereby ensuring an once-in-a-lifetime experience. In addition to boasting the largest fleet of off-road vehicles, Pink Jeep Tours has the destination's largest groups of professionally trained tour guides with nearly 40 knowledgeable guides on staff ensuring tours are not only entertaining, but also educational. Most tours depart at 7:45 a.m. with half-day tours departing at 7:45 a.m. and 12:45 p.m.

By the end of the year, there will be 20 Tour Trekkers in Las Vegas with 4 in Sedona, Ariz. Additional specs include:

- One ton strength and heavy duty commercial grade frame
- Dodge 3500 chassis cab with custom-built passenger compartment uplift
- 2-inch suspension lift for greater ground clearance and passenger visibility
- Adjustable rear air ride suspension for improved ride quality
- Cummins 6.7-liter, high-pressure common rail (HPCR) engine used in the '07 and '08 model year Ram trucks and is considered the cleanest-burning heavy-duty diesel engine in North America
- Custom aluminum wheels with 35 inch Goodyear Extreme all-terrain tires
- Custom 3-inch tube rear bumper and steps
- Rear entry for easy entry and maximum seating
- Large vista windows for unparalleled viewing and tinted to protect from sun glare
- Dual wall fiberglass construction with foam insulation providing quiet ride and optimum climate control
- Dome lighting
- DC plugs for recharging personal electronic devices
- Rubber flooring for comfort and easy cleanup
- Built-in 2-way radio system for main office to communicate with guide at all times
- GPS tracking of vehicle location
- Rear back-up camera

ABOUT PINK JEEP TOURS – LAS VEGAS, INC.

Experience the "natural side" of Las Vegas. Founded in 1960 in Sedona, Ariz., Pink Jeep Tours is the premier off-road tour company in the Southwest. This year, *Nevada Magazine* readers named Pink Jeep Tours "Top Tour Company." Built and designed specifically for Pink Jeep Tours, The Tour Trekker is the first-of-its-kind, luxurious yet rugged, all-terrain vehicle. As one of the few Las Vegas tour companies to possess off-road permits, guests experience areas inaccessible to most. From Grand Canyon to Hoover Dam to Mt. Charleston, there are 10 tours showcasing the Southwest's breathtaking landscape. Off-road has never been so civilized. For more information, go to www.pinkjeep.com.

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