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### **Pink Jeep Tours – YOU GOTTA DO IT!**

**(Sedona, AZ)** – Pink Jeep Tours has been providing the most talked about off-road adventures in Arizona since 1960. As the premier off-road tour company in the Southwest, Pink Jeep Tours offers a variety of tour choices whether visitors are seeking rugged adventure, Native American history and culture, nature, geology, or grand panoramic vistas.

From family vacations to corporate retreats, Pink Jeep Tours and its knowledgeable guides help visitors see Sedona up close and personal.

With customization available for special occasions such as teambuilding activities, interactive programs, picnic lunches, or catering an event, Pink Jeep Tours strives to create a fun and memorable experience for all its customers.

Operating in one of the most beautiful places on earth, Pink Jeep Tours also has been doing its part to make their company more “green”.

"The reason people come to Sedona is to experience the most beautiful scenery on earth," explains Mike Hermen, Director of Marketing for Pink Jeep Tours.

"Environmental and ecological ethics are essential to our business. Our president, Shawn Wendell, has devoted his entire life to the outdoors, both personally and professionally, and our guides all tend to be hikers, mountain bikers, and nature lovers."

Pink Jeep Tours continuously works on re-vegetation projects, replacing earth, cleaning up litter and repairing trails damaged by inexperienced drivers and 4 x 4 clubs. The company also re-seeds damaged areas with native grasses and plants provided by the USDA Forest Service.

In addition, their professional tour drivers undergo extensive and comprehensive training that includes extreme off-road driving as well as knowledge and preservation of eco-systems. Pink Jeep Tours is the only tour company in Sedona with guides on staff certified by the National Association for Interpretation (NAI). To attain Certified Interpretive Guide certification, the individual must complete a 32-hour course. "Good interpretation offers our guests an increased awareness of Sedona's cultural and natural resources and our certified interpreters deliver a higher caliber of information," said Shawn Wendell, owner of Pink Jeep Tours.



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All Jeep® Wranglers are customized and fabricated in their eco-friendly service center. Pink Jeep Tours purchases each Jeep® Wrangler new from Chrysler and invests up to \$75,000 per vehicle for high tech modifications that enhance safety, eliminate tire spin, and provide advanced control and maneuverability.

The company's maintenance facility uses air-pressurized products in place of aerosol cans and cloths used for spot clean-ups are sent to a "green" facility that captures grease and other contaminants before they cause damage to the environment. A special floor cleaner puts water on the shop floor, scrubs it, and then recaptures the water. They also recycle all of their used oil, coolants, and other fluids.

In 2001, Pink Jeep Las Vegas, Inc. opened in Nevada offering luxury off-road access to areas inaccessible to most. The Las Vegas addition provides exhilarating adventures on roads less traveled as visitors explore the natural side of Las Vegas. Enjoy fully air-conditioned vehicles with professional guides go to places guests never imagined existed so close to the Strip.

Pink Jeep Tours, the premier adventure tour company of Northern Arizona, was founded in 1960 and has its corporate headquarters in Sedona, Arizona. It serves visitors from around the world with a corporate fleet of 63 vehicles and is the only off-road tour company with guide trainers certified by the National Association for Interpretation on its staff.

For reservation information call (800) 873-3662 or visit [www.pinkjeep.com](http://www.pinkjeep.com).

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## Fact Sheet

**Background:** Since 1960 Pink Jeep Tours has been providing the most talked about off-road adventures in the Southwest. It all started in Sedona when a local businessperson named Don Pratt took potential clients into the surrounding area to show them real estate. Broken Arrow Estates at Morgan Road was one of 13 subdivisions Pratt was responsible for developing. Broken Arrow is the original tour and is still the most popular tour in Sedona.

### Why PINK?

Pratt visited the Royal Hawaiian Hotel on Waikiki Beach, where everything - vehicles, buildings and uniforms – was pink. The man who owned the hotel also built Willys Jeep vehicles. Pratt simply put the two together.

Today, Pink Jeep Tours is known as the premier "must-do" tours in the West with companies located in Sedona and Las Vegas.

### The Service:

- **Customer Satisfaction:** A Pink Jeep Tour is synonymous with experiencing Sedona and continues to provide visitors with their longest lasting impression of the red rock country. Pink Jeep Tours has a commitment to their customers to provide the safest, most comfortable, and enjoyable vehicle for their tour.
- **The Pink Fleet:** Sedona Pink Jeep Tours has 65 tour vehicles in its fleet, including 10 passenger custom Tour Trekkers for its Grand Canyon Tour. Pink Jeep Tours can accommodate groups of up to 250 passengers and specialize in corporate outings, team building programs, family reunions, and weddings.
- **Service and Safety:** Pink Jeep Tours prides itself on providing the safest, most comfortable vehicles in the industry. All Jeep® Wranglers are customized and fabricated in their eco-friendly service center with over 45 years of experience. Every vehicle starts its day with a thirty-point inspection. Every 30 days, each vehicle goes through a rigorous 55-point inspection and regular service.
- **Community:** Preserving the timeless beauty of Sedona is a priority for Pink Jeep Tours. The off-road company is dedicated to trail maintenance and proactive measures to keep Sedona's back country as breathtaking as it is today.



**Rates:** Tour rates range from \$45 to \$155 per person

<b>General Manager:</b>	Donna Helfrich
<b>Director of Sales &amp; Marketing:</b>	Mike Hermen
<b>Group Sales Manager:</b>	Leslie McLean
<b>Customer Service Sales Manager:</b>	Susan Sinclair
<b>Guide Manager:</b>	Chris Davis
<b>Fleet Manager:</b>	Greg McCallum

**Locations:** Pink Jeep Tours  
204 North Highway 89A  
Sedona, Arizona 86336

Pink Jeep Tours Las Vegas  
3629 W. Hacienda  
Las Vegas, NV 89118

<b>Reservations Phone:</b>	928.282.5000
<b>Toll Free:</b>	800.873.3662
<b>Corporate Office:</b>	928.282.9000
<b>Fax:</b>	928.282.3513

**Web site:** [www.pinkjeep.com](http://www.pinkjeep.com)

**Owners:** Shawn & Karin Wendell

**Press contacts:** Mary Schnack Media Services, 800-529-7599  
Mike Hermen, Pink Jeep Tours, 928.282.8807



### **Group Tours Available**

Whether planning a family reunion, wedding, or a unique way for the team to get out of the office, Pink Jeep Tours has the perfect tour and group experience. A qualified sales team will assist in making a group event an unforgettable memory by offering a variety of ways for families, corporations, and organizations to celebrate in distinct style.

- Team building Events
- Interactive Programs
- Weddings
- Western BBQ's
- Picnic lunches
- and more

Group events consist of 12 passengers or more and may include custom itineraries and exclusive tours.

Pink Jeep Tours works closely with Destination Management Companies, Tour Companies, Meeting Planners, Corporations, Organizations, Travel Planners, Wedding Planners, Human Resource Departments, and Convention Specialists.

For more information and current rates, contact the Group Sales Department at 800-873-3662 or email [groups@pinkjeep.com](mailto:groups@pinkjeep.com).



### **Suggested Questions**

1. What sets Pink Jeep Tours apart from other tour companies?
2. What type of training do the guides undergo?
3. What does a "U.S. Forest Service Permitted Company" mean?
4. What is the significance behind being the oldest continuously operating off-road company in the United States?
5. Why **PINK**?
6. What kind of groups can you accommodate? Is there a limit to the number of people that can go?
7. What importance does the environment have to an off-road tour company like Pink Jeep Tours?
8. Do you offer customization options to any of your tours?
9. Who are your primary customers?
10. What type of modifications do the stock Jeep® Wranglers undergo to become Pink Jeep Tours vehicles?



## Testimonials

"This was absolutely fabulous and the highlight of our trip! We enjoyed the humor and educational information from our tour guide."

*Joan Rugenus*

*Cedarville, New Jersey*

"We are from New Hampshire so seeing Sedona was very different for us. Our guide Erv was great! He was pleasant, honest, informative, and on time. We look forward to doing another tour with Pink Jeep Tours in the future."

*Pam Wilder*

*Chester, New Hampshire*

"We went out for the 4 hour tour with Tom on Wednesday afternoon with two of our children. Had a great experience!!! He was very knowledgeable and a great guide. Thanks for adding to the wonderful memories of our trip!"

*Becky Bork*

"We wanted to let you know how much we enjoyed your company and skills. Phil, our 19 year old has lost his leg to cancer. He will not outlive the disease, so while he is feeling good we are making the most of our time as a family. I'm sorry we could not afford a bigger trip, but know that Phil thought you were great in humor and facts."

*Mary Beth Slagle*

"It was unfortunate that we only had one day in Sedona as we were staying in Tempe. We will definitely return to enjoy more of the wonderful hiking and the natural beauty of Sedona as well as another Pink Jeep Tour."

*Peggy and Shawn Morrill*

*Chicago, IL*

"We had several disappointments on our vacation trip to your area but you were not one of them. Our float trip on the Colorado River was canceled right before we got there and some of our Amtrak transportation there and home turned into a nightmare, but you people eased our suffering some as you came thru with your part of our trip. I just wanted to thank you on behalf of my son and me for really having your act together."

*Mr. Joseph E. Matusky*



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### THE TOUR TREKKER FACT SHEET

**THE TOUR TREKKER:** Luxurious yet rugged, the Tour Trekker is the first of its kind, high-end, all-terrain vehicle, designed and custom-built to be the ultimate tours vehicle. As one of few Las Vegas tour companies to possess off-road permits, the fleet will consist of 20 Tour Trekkers by 2008. The vehicle easily navigates off-road terrain, enabling guests to experience remote areas inaccessible to most.

**BUILDER:** Customized passenger compartment: Prefix Corp. ([www.prefix.com](http://www.prefix.com))

**SEATING:** Comfortably seats up to 10 passengers, plus the tour guide/driver, enabling guests to truly enjoy the “small group experience”

**SPECIFICS:**

- One ton strength and heavy duty commercial grade frame
- 4-wheel drive with incredible off-road performance for a large passenger touring vehicle
- 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 is considered the cleanest-burning heavy-duty diesel engine in North America
- Dual rear wheel for stability and safety
- Custom aluminum wheels with 35 inch Goodyear Extreme all-terrain tires
- Seven-slot front grille designed by Chrysler and licensed specifically for the Tour Trekker
- Custom 3-inch tube rear bumper and steps

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- INTERIOR:
- **Rear entry for easy entry and maximum seating**
  - **Large vista windows for unparalleled viewing; windows tinted to protect from sun glare**
  - **Dual wall fiberglass construction with foam insulation providing quiet ride and optimum climate control**
  - **Auxiliary rear compartment air conditioning and heating**
  - **Custom-made leather reclining captain chairs with arm rests and lap belts**
  - **DVD player with 15-inch displays and premium stereo sound**
  - **Dome lighting**
  - **DC plugs for recharging personal electronic devices**
  - **Rubber flooring for comfort and easy cleanup**
  - **Built-in 2-way radio system for ability for main office to communicate with guide at all times**
  - **GPS tracking of vehicle location.**
  - **Rear back up camera**

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## **Bio Shawn Wendell, Owner**

Shawn Wendell's entrepreneurial spirit, hard work ethic, and strong values were cultivated while growing up on the coast of Texas. As a kid, Shawn was curious and ambitious and unafraid to ask questions; traits that would prove positive later on in his life.

He attended the University of Texas where he studied land management and economics. After graduation, he worked in marketing for Miller Beer and pursued the real estate business.

After visiting Sedona in 1988 and being attracted to the unknown and uncertain, Shawn moved to Sedona and bought Pink Jeep Tours at the age of 28. Shawn was younger than all 15 employees.

Today, Pink Jeep Tours employs over 100 people, operates more than 65 vehicles out of the Pink Jeep Plaza Uptown, has headquarters in an impressive 3,200-square-foot corporate office in Sedona and conducts tours in Las Vegas, Nevada.

His desire to give back has echoed through both his professional and personal life. A respected leader in the Sedona community, Shawn was on the Sedona Chamber of Commerce Board of Directors for six years and was one of the first board directors of the Sedona Cultural Park. He has been a board member of Boys & Girls Clubs of Northern Arizona, and was the President of the Sedona 30, a prestigious organization of Sedona's leading businessmen.

A dedicated father and husband, Shawn considers his business a reflection of himself, and expects nothing but the best. He believes there is always room for improvement, and that not everything is about the bottom line.

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