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**THE STORY OF PINK JEEP TOURS**

LAS VEGAS – What initially began as a real estate investment has flourished into one of the most popular outdoor touring companies in the world-renowned destination of Las Vegas. Every year, more than 40,000 visitors experience Pink Jeep Tours. From the Grand Canyon to Hoover Dam, Pink Jeep Tours remains the “must do adventure” for visitors looking to see the “natural side” of Las Vegas, beyond the Strip’s neon lights.

As the story goes, in 1958, Arizona businessman Don Pratt was taking a group of prospective buyers to the scenic areas of Sedona, Ariz. to discuss potential real estate projects. As Pratt drove the group in his Jeep® vehicle, they instantly became more enthralled with the panoramic views and breathtaking scenery than discussing real estate. This inspired Pratt to begin a tour company. While vacationing with his wife, they stayed at the Royal Hawaiian Hotel, a property known for its penchant for pink. From the hotel exteriors to lounge chairs, everything was pink. This would later become the company’s signature color, eventually leading to the eponymous name, which was founded in 1960.

Shawn Wendell eventually purchased Pink Jeep Tours, Inc. in 1988. His vision: to create world-renowned brand by using only the finest of luxurious touring vehicles that would be able to explore areas inaccessible to most and employing a wide array of well-trained tour guides, resulting in guests’ once-in-a-lifetime experiences. By 2001, he took a chance and opened Pink Jeep Tours – Las Vegas. With this gamble, he saw great opportunity to expand and cultivate the brand by truly exposing Pink Jeep Tours’ upscale scenic tours to a worldwide audience.

Today, Las Vegas boasts 10 tours with locations including Grand Canyon, Mt. Charleston, Valley of Fire State Park, Eldorado Canyon Gold Mine, Zion National Park, Red Rock Canyon National Conservatory, Death Valley National Park and Hoover Dam. This year, Pink Jeep Tours will debut a new fleet of Tour Trekkers, luxurious yet rugged, all-terrain, custom designed and built vehicles that will, once again, change the way people experience the outdoors.

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EXPERIENCE THE NATURAL SIDE OF LAS VEGAS

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**PINK JEEP TOURS – LAS VEGAS, INC.**  
**FACT SHEET**

**FOUNDED:**

Sedona: 1960

Las Vegas: 2001

**LAS VEGAS  
TOUR LOCATIONS:**

- Grand Canyon (West Rim and Toroweap)
- Eldorado Canyon
- Valley of Fire
- Red Rock Canyon
- Hoover Dam
- Mt. Charleston
- Death Valley
- Zion National Park

**DEPARTURE TIMES:**

All-day tours depart at 7:45 a.m. All half-day tours depart at 7:45 a.m. and 12:45 p.m.

**THE TOUR TREKKER:**

Luxurious yet rugged, the Tour Trekker is the first of its kind, high-end, all-terrain vehicle, designed and licensed to be custom-built specifically for Pink Jeep Tours. As one of few Las Vegas tour companies to possess off-road permits, the fleet will consist of 20 Tour Trekkers by the end of 2008. The vehicle easily navigates off-road terrain, enabling guests to experience remote areas inaccessible to most. The Tour Trekker features all-leather captain chairs; large vista windows; a technologically-advanced air-conditioning system and comfortably seats 10 passengers so guests can truly enjoy the “small group experience.”

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**TOUR GUIDES:**

All guides employed by Pink Jeep Tours receive at least eight to 12 weeks of comprehensive training. With nearly 40 tour guides, this is Las Vegas’ largest group of professionally trained tour guides, utilizing the largest fleet of off-road vehicles.

**GROUPS:**

Pink Jeep Tours is ideal for groups and special events. Passenger capacity can simultaneously accommodate nearly 200 guests, a unique attribute in the Las Vegas market. Pink Jeep Tours works with destination management and incentive companies, special event and wedding planners, travel agents and wholesalers around the world. Group tours can be customized by combining tours, including scavenger hunts, photo safaris, outdoor games and more.

**PICK-UP LOCATIONS:**

Complimentary hotel pick up and drop off

**RATES:**

Tours range from \$79 to \$334 per person

**BRIEF HISTORY:**

Arizona businessman Don Pratt’s scenic drive for a group of potential real estate investors in his Jeep® vehicle in Sedona left an indelible impression. While later vacationing with his wife, they stayed at the Royal Hawaiian Hotel, a property known for its penchant for pink. This would later become the company’s signature color, eventually leading to the eponymous name. In 2001, the company expanded to Las Vegas, after Owner Shawn Wendell saw the potential of enabling the destination’s millions of visitors to experience the picturesque landscape from the ground in a unique and entertaining yet informative way.

**OWNERS:**

Shawn and Karin Wendell

**OFFICE LOCATIONS:**

Pink Jeep Tours – Las Vegas	Pink Jeep Tours – Sedona
3629 W. Hacienda Ave.	204 North Highway 89A
Las Vegas, Nev. 89118	Sedona, Ariz. 86336
(702) 895-6777	(928) 282-9000

**WEB SITE:**

[www.pinkjeep.com](http://www.pinkjeep.com)

**RESERVATIONS:**

(888) 900-4480

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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 2009. 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 with chassis cab custom-built passenger compartment uplift
- 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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**SHAWN WENDELL**

*Owner*

*Pink Jeep Tours*

Shawn Wendell is the owner of Pink Jeep Tours. He bought the company in 1988 at the age of 28, which made him younger than all 15 of his then-employees. His entrepreneurial spirit, work ethic and love of the outdoors attracted him to Pink Jeep Tours.

During his 20 years, he has cultivated explosive growth in the company, expanding it from its Sedona roots to Las Vegas. When he was considering where Pink Jeep Tours would expand, the world-renowned destination of Las Vegas was a natural fit. This move enabled Wendell to showcase his brand to a worldwide audience. When he opened Pink Jeep Tours – Las Vegas, Inc. in 2001, he had the vision to entice visitors to experience the “natural side” of Las Vegas by using only the finest of luxurious touring vehicles that would be able to explore areas inaccessible to most and creating a plethora of professionally-trained and educated tour guides. Today, Pink Jeep Tours remains the premier scenic tour company in both Sedona and Las Vegas, making it a “must do” adventure.

In addition to Pink Jeep Tours, Wendell gives back to his community. For six years, he served as the director of the Sedona Chamber of Commerce and was one of the first directors of the Sedona Cultural Park. He has served as a board member of the Boys and Girls Clubs of Northern Arizona and as president of Sedona 30, the prestigious organization for Sedona’s leading businessmen.

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