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

**(Sedona, AZ)** – The first Jeep tour operator in the United States and one of the oldest businesses in Sedona, Pink Jeep Tours has become known for its “must-do” tours and avid community involvement for more than 50 years.

As the premier off-road tour company in the Southwest, Pink Jeep Tours offers a variety of tours that encompass rugged adventure, Native American history, nature, geology, and some of the most breathtaking panoramic views in the world. Tours include the original Broken Arrow, Diamondback Gulch, Scenic Rim, Coyote Canyons, Ancient Ruins, Rock Art Expedition, the Grand Canyon Experience, and Hiking Tours.

Well known for its superior customer service, Pink Jeep Tours provides an exceptional experience from start to end with sales representatives and tour guides that go above and beyond. Perfecting the art of showing visitors the *Best of Sedona* earned the company the Sedona Chamber of Commerce Customer Service Award for 2011.

Pink Jeep Tours offers customization on any tour such as team building activities, interactive programs, picnic lunches, or catering for corporate events and special occasions, like weddings. Pink Jeep Tours strives to create a fun and memorable experience for all its customers.

The company demonstrates the responsibility that comes with operating in one of the most beautiful places on earth with a commitment to preservation, including maintaining, rebuilding and re-vegetating trails throughout the greater Sedona area. These efforts have earned Pink Jeep Tours environmental preservation awards such as the Keep Sedona Beautiful Award of Excellence and the Governor’s Tourism Award on Arizona Preservation.

Pink Jeep Tours is a U.S. Forest Service Permitted Company that mandates extensive and comprehensive training for its professional tour drivers. Pink Jeep Tours is the only tour company in Sedona with guides certified by the National Association for Interpretation (NAI). Guides are Certified Interpretive Trainers (CIT) and Certified Interpretive Guides (CIG). Interpretive Guide certification requires completion of a 32-hour course.



For more than 50 years Pink Jeep Tours has been a leader in the Sedona community, supporting many local charities and events including the Sedona Taste, the Boys and Girls Clubs of Northern Arizona, the Sedona International Film Festival, the Sedona Marathon and Camp Soaring Eagle.

All Jeep® Wranglers are customized and fabricated in the Pink Jeep Tours' eco-friendly service center. The company 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 cleanups are sent to a "green" facility that captures grease and other contaminants before damage is caused to the environment. A special floor cleaner recaptures used water after cleaning and all of used oil, coolants, and other fluids are recycled.

In 2001, Pink Jeep Tours expanded to Las Vegas, 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.

*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 over 73 vehicles and is the only Jeep 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:** For more than 50 years, Pink Jeep Tours has provided the most talked about off-road adventures in the Southwest. It all started when local businessman Don Pratt took potential clients by Jeep to see back country real estate in the Sedona area, he had no idea that he was laying the foundation for what would turn into a multimillion dollar industry throughout the country.

### Why PINK?

The iconic pink Jeeps came to be after Pratt visited the Royal Hawaiian Hotel on Waikiki Beach, where everything was pink; vehicles, buildings and uniforms. The man who owned the hotel also built Willy's Jeep vehicles and Pratt simply put the two together.

### 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 tour.

**The Pink Fleet:** Sedona Pink Jeep Tours has over 73 tour vehicles in its fleet, including 10-passenger custom Tour Trekkers for its Grand Canyon Tour. The company can accommodate groups of up to 250 passengers and accommodates 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 the Pink Jeep Tours' eco-friendly service center with over 50 years of experience. Every vehicle starts its day with a 30-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 backcountry as breathtaking as it is today. The company has also become well known as a leader in the Sedona community, supporting many local charities and events.



**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>	Carrie Jones
<b>Guide Manager:</b>	Chris Davis
<b>Fleet Manager:</b>	Greg McCallum

**Locations:** Pink Jeep Tours Sedona  
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
<b>Web site:</b>	<a href="http://www.pinkjeep.com">www.pinkjeep.com</a>
<b>Owner:</b>	Shawn Wendell
<b>Press contacts:</b>	Front Burner Media, 928-202-2374 Mike Hermen, Pink Jeep Tours, 928-282-8807



### **Group Tours Available**

Whether planning a family reunion, wedding, or a corporate getaway, 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
- Catering
- and more

Group events consist of anywhere from 12 up to 250 passengers 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 to make group tours an exceptional experience.

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 Pink Jeep Tours 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 the most beautiful day of my life, and the Pink Jeep Tour ended up being the highlight of our trip! We chose the Broken Arrow Tour, which is the most popular and most daring. It was so much fun! We had a wonderful tour guide. He made it fun, and we learned so much! He also had us laughing for most of the tour. If you're ever in Sedona, you HAVE to try this! It was about a 2 hour tour, and I feel like we really saw and learned a lot during that time."*

- Jessica Wallace, Ohio

*"Like a good movie, the Broken Arrow tour starts with stunning views and ends with a thrilling climax. After winding through cactus and trees, we stopped at Submarine Rock for a breathtaking panorama of Sedona. Even on a cold and cloudy day, the landscape is still majestic. Then the action picked up. The trail gets more rugged and the hills get steeper on the way to Chicken Point and the ominously titled Road of No Return. If you're looking for a fun and unique way to explore Red Rock Country, give Pink Jeep Tours a shot. You'll be glad you did"*

- Jackie and Bret, California

*"We took care of one of my Life's Bucket List Items: A Pink Jeep Tour! Our tour guide, Chi,p took us on a thrilling ride through Diamondback Gulch. He was highly knowledgeable and answered every question we had to offer, about the Native American ruins we saw and even fed us a bit of ripe "tuna" or prickly pear."*

- Jana, Washington D.C.

*"We took a Pink Jeep Tour, which I highly recommend if you ever get to Arizona, and had the best time ever! We had a great tour guide named Mike, who took us on a Coyote Canyons Tour. It was a little chilly, but the tour guide provided nice warm blankets for us!"*

- Jan Stoltzfus, Pennsylvania

*"The views and narratives were awesome and we were fortunate to watch others travel down the same trails we had. Definitely a "must do" while in Sedona."*

- Scott Bradford, South Carolina



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### **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 tour vehicle. 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 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.



Interior:

- Rear entry allows 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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## **Biography**

### **Shawn Wendell, Pink Jeep Tours Owner**

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

Today, Pink Jeep Tours employs over 100 people, operates more than 73 vehicles out of the Pink Jeep Plaza in Uptown Sedona, 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. 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.

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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