

# PINK

ADVENTURE GROUP



# MEDIA KIT

## OVERVIEW

For more than 54 years, Pink Adventure Group has been thrilling visitors as the Premier Adventure Tour Company in the Southwest. The first Jeep tour operator in the United States, the company was founded in Sedona, Arizona in 1960 and has since become known for its 'must do,' adventure tours through Sedona's Red Rock country, the Grand Canyon, Scottsdale, and Las Vegas. Pink Adventure Group offers a variety of expeditions that encompass history, nature and geology, all complimented by some of the most breathtaking panoramic views of Earth's natural wonders. Trademarked by superior customer service, environmental responsibility and a top-tier commitment to guide education and passenger safety, Pink Adventure Group welcomes more than 300,000 guests annually to experience an adventure they will not soon forget. To learn more, visit [www.pinkjeep.com](http://www.pinkjeep.com)

## WHY PINK?

After a trip to Hawaii with his wife, Pink Jeep® Tours Founder Don Pratt picked up an affinity for the dynamic color as it donned everything from uniforms to entire buildings at the Royal Hawaiian Hotel in Waikiki. Upon his return to Sedona, Pratt turned his penchant for pink toward his fleet of vehicles and the company's iconic namesake was born. Shawn Wendell has owned the company for more than 25 years and has continued the pink branding in all things related to Pink Jeep® Tours. That same signature hue is reflected in Pink Adventure Tours' custom fleet of Mercedes Benz Sprinters.

## OUR LOCATIONS

### SEDONA

The foundation site of Pink Jeep® Tours, Sedona, Arizona remains the company's headquarters location and most recognizable adventure destination. The iconic pink Jeep® Wranglers have been seen roaming Sedona's back country for decades as visitors from across the globe come to experience the area's majestic red rock formations and Native American culture.



CONTACT PINK JEEP TOURS SEDONA AT **800 • 873 • 3662**

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### LAS VEGAS

Known as one of the premier must-do adventures in the Southwest and exploring the natural side of Las Vegas, Pink Jeep® Tours Las Vegas opened its doors more than 12 years ago. The tours are small and personalized seating only 6-10 guests per vehicle for a comfortable, small interactive group experience. The "Tour Trekker" was designed specifically for sightseeing and off-road adventures. Professional guides will escort guests throughout their tour sharing fascinating facts on the flora, fauna, geology and history. Pink Jeep® Tours is one of the few companies in Nevada to be issued off-road permits allowing travel to remote areas inaccessible to most and one of the few granted a certificate by the Nevada Transportation Authority (NTA) to conduct tours within the State.



CONTACT PINK JEEP TOURS LAS VEGAS AT **888 • 900 • 4480**



### GRAND CANYON

In 2012, Pink Jeep® Tours opened its Grand Canyon operations, bringing visitors' unparalleled access to one of Earth's most captivating natural wonders. Tours depart from Tusayan, which is just south of the Grand Canyon Natural Park entrance as guests enjoy panoramic views atop prominent vistas and fascinating points of historical interest as described by knowledgeable guides.

CONTACT PINK JEEP TOURS GRAND CANYON AT **800 • 873 • 3662**

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### SCOTTSDALE

Pink Adventure Tours' guests will enjoy the road to adventure in ultimate luxury as pink Mercedes Benz Sprinters transport them from their hotel door to the heart of nature in Arizona where a variety of Jeep, hiking and scenic tours will be available making for a day of education and exploration. Backed by superior customer service, environmental responsibility and a top-tier commitment to guide education and passenger safety, Pink Adventure Tours will welcome Valley locals and visitors to experience an adventure they will not soon forget.

CONTACT PINK ADVENTURE TOURS SCOTTSDALE AT **855 • 298 • 3070**



## OUR FLEET

### JEEPS

The company's iconic pink Jeep vehicles are fully customized Wranglers, each fabricated in the Pink Jeep® Tours' eco-friendly service center. The vehicle overhaul takes nine weeks to complete, ensuring that each Jeep Wrangler meets the top safety and environmental criteria. Every vehicle starts its day with a 30-point inspection and undergoes a rigorous 55-point service inspection once per month. The Jeep® Wranglers seat up to 9 passengers along with a tour guide enabling guests to enjoy a small group experience.



### TOUR TREKKER

Luxurious yet rugged, the custom built Tour Trekker is the first-of-its-kind, high-end, all-terrain vehicle, designed and licensed to be THE ultimate tour vehicle. The Tour Trekker seats 10 passengers comfortably, while preserving a personal "small group experience." 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 viewing, cross compartment A/C venting increasing passenger comfort and foam insulated walls for a quieter ride and superb climate control. The longer wheel base provides a smoother ride with dual rear wheels enhancing stability and safety. The Tour Trekker is powered by the Cummins 6.7-liter, high-pressure common rail (HPCR) engine and is considered the cleanest-burning heavy-duty diesel engine in North America.



### MERCEDES BENZ SPRINTER

Guests of Pink Adventure Tours will enjoy their journey to adventure in ultimate luxury. The company's fleet of Mercedes Benz Sprinters makes the day tours from Phoenix and surrounding cities to Sedona and the Grand Canyon both effortless and enjoyable. Each Sprinter seats 10 guests in premium leather captain's chairs that offer a relaxing contrast to the rugged adventure they will experience while hitting the trails in the pink Jeep® Wranglers.

## OUR STAFF

### OUR GUIDES

Pink Adventure Group guides are unquestionably the best in the touring business. Besides being extensively trained, all guides are Smith System® Driver certified and most receive special Certified Interpretive Guide Accreditation. They are a lot of fun, passionate about their work and are responsible stewards of the land. But sharing knowledge is just a part of a tour guide's day. The guides are CPR & First Aid certified ensuring that the highest standards of safety are met and maintained.



## CORPORATE RESPONSIBILITY

### EXPERIENCE

With more than 54 years of operations in Sedona, Grand Canyon, Scottsdale and Las Vegas, Pink Adventure Group has more experience in the adventure tour business than any other company. in the industry.

Pink Adventure Group is permitted through the National Forest Service, the Bureau of Land Management, the Nevada Transportation Authority, the National Park Service and other land and government agencies to conduct tours on many trails and roads throughout Arizona and Nevada. Pink Adventure Group has sought and been granted all of the proper certifications, licensing and permits required by the states of Arizona and Nevada to operate their tours.

Pink Adventure Group is the only tour company 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 within an extensive six week training program.

### ENVIRONMENT

Pink Jeep® Tours takes their stewardship of the land very seriously. Working closely with the Bureau of Land Management (BLM) Forest Service, and Park rangers, the guides keep on the lookout for damaged roads and situations that need to be reported.

Pink Adventure Group demonstrates the responsibility that comes with operating in some of the most beautiful places on Earth with a commitment to preservation, including maintaining, rebuilding and re-vegetating trails. These efforts have earned Pink Adventure Group environmental preservation awards such as the Keep Sedona Beautiful Award of Excellence and the Governor's Tourism Award on Arizona Preservation.

### COMMUNITY

Pink Adventure Group has been a community leader for more than 54 years, 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. Pink Jeep® Tours believes in giving back to the community where they work and live. They are all about being good corporate citizens and they have a long history of helping important causes. Besides supporting and contributing to many local charities, Pink Adventure Group also donates a percentage of the proceeds from every Red Rock Canyon tour in efforts to help raise money for cancer research.

### THE LEADERSHIP

#### Chief Executive Officer & Owner

Shawn Wendell

#### Media Contact

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Thank you for your interest in Pink Jeep® Tours and Pink Adventure Tours

**Please visit** [www.pinkjeeptours.com](http://www.pinkjeeptours.com) to explore the places we go in and around [Sedona](#), [Las Vegas](#), [Grand Canyon](#) and [Scottsdale](#).

Read our [company highlights](#) and discover our vehicles, the [Jeep® Wrangler](#) and the [Tour Trekker](#).

**We have an informative media section** on our websites and to follow are a few helpful links. To view press releases and articles see our news page for [Sedona](#) and [Las Vegas](#).

**For a photo archive**, please visit our [Flickr page](#). For additional requests on high resolution photos (media requests only) please email [lvmedia@pinkjeep.com](mailto:lvmedia@pinkjeep.com)

**To learn more about** visiting the Southwest and the adventures we uncover in this beautiful landscape, visit our destination specific Adventure Travel Blogs:

- [Sedona](#)
- [Las Vegas](#)
- [Grand Canyon](#)
- [Scottsdale](#)

**Check out** our [YouTube Channel](#) to see our award winning tour videos and more.

## SUGGESTED QUESTIONS

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

## KEY REASONS WHY PINK JEEP® TOURS HAS BEEN SO SUCCESSFUL

- Our tours are small and personalized, seating up to 10 guests per vehicle on each tour.
- We are one of the few tour companies in Las Vegas to hold off-road permits, allowing us to travel to remote areas inaccessible to most.
- We own the largest fleet of luxury off-road vehicles, all pink... of course!
- Our Sedona, Grand Canyon and Las Vegas offices train and employ the largest company of professional tour guides.
- Some of our guides speak multiple languages: French, German, Spanish, Japanese, Italian, Portuguese and Mandarin.
- Our prices are competitive and we offer industry rates.
- We have an impeccable reputation in the industry.
- Most of our tour guides are Certified Interpretive Guides (CIG)
- All tour guides are Smith System® Driver Certified.
- We have a proven track record and a worldwide “Brand Name”, originating from our home office in Sedona, Arizona.
- We are the longest running and largest off-road tour company in the country.

## BIOGRAPHY

*Shawn Wendell, Pink Adventure Group 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 Adventure Group employs over 250 people, operates more than 140 vehicles, has headquarters in an impressive 3,200 square-foot corporate office in Sedona and conducts tours in Sedona, Scottsdale and Grand Canyon, Arizona and 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.

**PINK**

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**YOU GOTTA DO IT!**

**PINKJEEPTOURS.COM**