



Concept

**The concept of Wheelchair Getaways is simple:
Rental of accessible vans to wheelchair/scooter users and
their families.**

Wheelchair Getaways has developed a comprehensive program for renting specially converted vans to wheelchair/scooter users by the day, week or longer. In addition to renting to individuals, Wheelchair Getaways provides a system for marketing to:

- Retirement Centers
- County and State Agencies
- Local, State and National Organizations
- Nursing Homes, Hospitals, Clinics and Rehabilitation Centers
- Churches, Travel Agencies and Schools
- Insurance Replacement Markets

Wheelchair Getaways' fleet vehicles are upfitted with a ramp or lift and have accessories to make travel convenient and comfortable for customers. Some vans are equipped as driver units with hand controls and power transfer seats.

Although Wheelchair Getaways' primary business is accessible van rentals, franchisees have the option of selling the converted vans or entering other businesses that will compliment van rental. For example, some franchises rent and sell scooters in their franchise territory.

A Wheelchair Getaways franchise is a turn-key operation. The system is based on years of successful experience in the accessible van rental business. However, this franchise concept allows new opportunities for innovation and entrepreneurship. Additionally, the Americans with Disabilities Act (ADA) mandates access for the physically challenged in the area of transportation. The Act presents exciting opportunities for entrepreneurs with vision.

Wheelchair Getaways franchises are generally offered for whole counties or metropolitan areas. Naturally, the population of the area will have a lot to do with the demand. You have the option of purchasing the rights to establish your Wheelchair Getaways franchise in several contiguous areas and serve more customers.

In addition to monetary benefit, Wheelchair Getaways provides an opportunity to meet many inspiring individuals with physical limitations from customers to other franchise owners. Wheelchair Getaways is a service oriented business where persons with mobility limitations are customers, not clients. Whether you have disabilities, are interested in working with persons with disabilities or both, you can feel good about the service you will provide with Wheelchair Getaways.



Straight Talk

How much does a franchise cost?

The initial license fee is \$17,500 for a geographic area with a population of 200,000 to 500,000 individuals. The license fee increases \$2,500 for each additional 250,000 of population above 500,000. A single franchisee can hold multiple areas, but the areas must be contiguous. It is left to the sole discretion of Wheelchair Getaways, Inc. to decide whether an area shall be subdivided.

Is financing offered?

For qualified franchisees, financing may be available through the Franchisor to assist with the franchise purchase. Financing is not available for setting up your business.

Is there a royalty fee?

Yes, \$550 a year for every van registered in your fleet. Your royalty rates will not increase during your contract period.

Is there an advertising fee?

Yes, \$550 a year for every van registered in your fleet. Your advertising rates will not increase during your contract period.

How much do I need for start-up costs?

Depending on your geographic area, the minimum investment for up to a 500,000 base population is approximately \$75,000. More information can be found in the Uniform Franchise Offering Circular. For a copy of the offering circular, fill out and return the UFOC Application form included in this packet.

How do I know if the location I want is available?

Call Franchise Sales at 1-800-536-5518. The location you want will be researched to determine availability.

How much money can I make?

Wheelchair Getaways, Inc. does not make actual, projected, averaged, or forecasted profitability claims for any location - your own research would be required to make that determination. Any successful franchise would be operating on a business plan that takes into account the market area, competition in the area, management practices, and other pertinent factors.

Is training provided?

Yes. Two days of training at one of Wheelchair Getaways' selected franchise locations. The training includes business and administrative operations, vital customer relations techniques, and marketing approaches for generating rentals from individuals and associations.

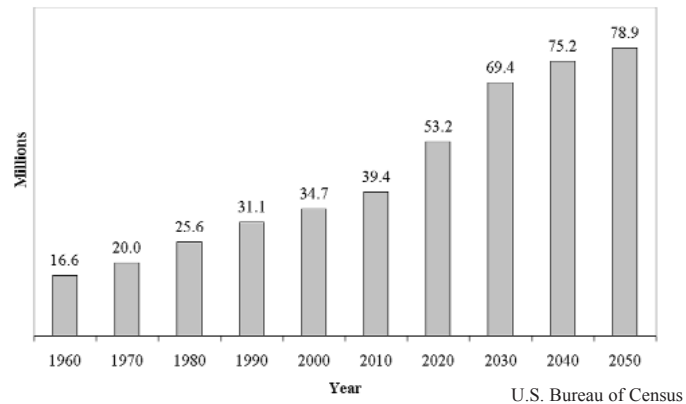
Market

According to the U.S. Department of Commerce Census Brief issued December 1997, "about 1 in 5 Americans have some kind of disability and 1 in 10 have a severe disability. With the population aging and the likelihood of having a disability increasing with age, the growth in the number of people with disabilities can be expected to accelerate in the coming decades. If current trends continue, Americans 65 years old and over will make up 20 percent of the total population by the year 2030 compared with about 12 percent currently."

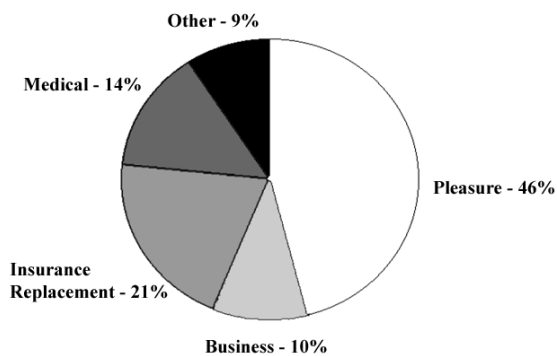
Also, an estimated 7-8 million people are discharged from hospitals every year with some type of short-term mobility limitation.

This is an extremely large marketplace to sell any type of medical equipment, but it is a huge market to sell a "niche" product or service such as Wheelchair Getaways' accessible van rentals.

Elderly Population (65+) Increase



Another large marketplace that exists is the caregiver. The role of primary and secondary caregiver is increasing every year. The secondary caregiver is usually an outside professional used to treat the patient in terms of bathing, feeding, transportation, etc. The caregiver is most usually in a position to make decisions regarding arranging and paying for a needed accessible van rental.



Wheelchair Getaways Market Research, 1999

Wheelchair accessible vehicles are in demand by persons with mobility limitations. For all of the reasons that an able bodied person may rent a conventional vehicle, wheelchair/scooter users may also rent an accessible van. In a recent study conducted by Wheelchair Getaways, the following reasons were found for accessible van rental: pleasure, insurance replacement, medical, business and other (see chart for percentages).

According to the 1998 Harris Study, over one-third of the persons surveyed felt availability of accessible transportation was a problem.

The marketplace is both enormous, yet specific enough to target directly. As the largest provider of accessible van rentals in the world, Wheelchair Getaways is well positioned to serve this emerging market. Although Wheelchair Getaways has experienced tremendous growth since its inception in 1989, the marketplace is not even close to being saturated. With a huge percentage of the market share in a growing market, Wheelchair Getaways will sustain its current expansion for years to come.



Advantages

By owning a Wheelchair Getaways franchise you are in business for yourself, but not by yourself. We're here to support you. That's a clear advantage!

Franchising Opportunities magazine has noted that two major factors account for the growth and success of franchising - the quest for opportunity and the desire for security. A franchise provides the business owner with the security of a proven, systematic way of doing business and the expertise and marketing clout of the franchise company ensures a greater chance of success.

Francine Lafontaine, Associate Professor of Business Economics and Public Policy at University of Michigan Business School, writes in her paper entitled Myths and Strengths of Franchising, "Franchising is an integral part of the US economy and a growing phenomenon internationally. The reason lies in the combination of skills and incentives embedded in this type of organization. Franchised chains benefit from the sort of brand recognition and economies of scale not available to independent entrepreneurs. Yet because units are managed by owners, rather than employees, franchised chains also benefit from the drive and dedication that entrepreneurs bring to unit level operations. In a real sense these chains get the best of both worlds."

Franchising can offer you the following benefits:

- Lower risk of failure
- Established product or service
- Experience of franchisor
- Group purchasing power
- Name recognition
- Efficiency in operation
- Management assistance
- Business plan
- Start-up assistance
- Marketing assistance
- Assistance in financing
- Proven system of operation

Wheelchair Getaways offers you all of the above advantages plus the opportunity to own your own business without a large initial investment. Additionally, once you purchase a specific territory, additional franchises are not sold within that area which means there is no competition with other Wheelchair Getaways franchisees for the same territory.

Wheelchair Getaways grants you the right to operate a business under the name Wheelchair Getaways and to use any current or future Wheelchair Getaways' trademarks, trade names, service marks and logos to identify your business. Wheelchair Getaways first registered its trademark with the U. S. Patent and Trademark Office on August 4, 1992, Reg. No. 1,705,463. The trademark was renewed and entered on the principal register: January 22, 2002, Reg. No. 2,532,255.

Finally, Wheelchair Getaways has a national advertising campaign designed to drive business to your location. We advertise in most of the national publications for persons with disabilities and have a national reservations toll free number that routes calls directly to your franchise. Our ongoing marketing relationships with national car rental companies also deliver reservations right to your office.

History & Management

History

Wheelchair Getaways, Inc. was founded in 1989 in Pennsylvania by Edward Van Artsdalen. Ed, with years of experience in the transportation industry, responded to the needs of persons with disabilities by franchising the company and taking it nationwide. This was the beginning of Wheelchair Getaways.

In 1994, Wheelchair Getaways was purchased by Stewart Gatewood and moved to the state of Kentucky. Stewart worked in Vocational Rehabilitation for over 30 years and acquired a wealth of experience in working the persons with special needs. From his years of experience, Stewart knew that one of the greatest barriers to persons with mobility limitations was availability of necessary transportation. He knew that Wheelchair Getaways was needed throughout the United States and eventually throughout the world. After leading the company through the important early years, Stewart retired in 1998, but Wheelchair Getaways stayed in the family.

Management

Today Wheelchair Getaways, Inc., a vibrant and growing franchise company, is presently co-owned and operated by Richard Gatewood and Moon Ko. The company is experiencing growth in both fleet size and territory covered across the United States. It has grown from its fledgling size of serving a few major metropolitan areas in the early nineties to the largest national franchise of its kind, delivering accessible transportation to over 450 major cities. During the past 2 1/2 years Wheelchair Getaways has grown by over 25% per year and has continued to reduce costs in important areas like fleet insurance.

Richard has a military background as an officer with the 101st Airborne Division and worked in a management role at General Electric before taking the reins at Wheelchair Getaways in 1998. Moon Ko relies on her background in the banking industry to head Wheelchair Getaways' financial matters.

Although there have been changes in ownership, Wheelchair Getaways has been a proven leader in accessible van rental for well over a decade and will continue to lead the industry in the years ahead. Wheelchair Getaways management has been, is today, and will be in the future dedicated to providing quality, dependable accessible transportation to persons with disabilities throughout the world.



This brief history and management overview should be important to you as you evaluate Wheelchair Getaways as an investment and business opportunity. Wheelchair Getaways has emerged as an industry leader with a proven track record in transportation services and has a leadership team that will continue to improve that position. By partnering with a proven leader, you can be confident that your investment in Wheelchair Getaways will reap benefits for years to come. Finally, when it is time for you to retire, you will have a proven business to sell.



Wheelchair Getaways, Inc. is a franchised van rental company that provides accessible van rentals for wheelchair and scooter users. Presently Wheelchair Getaways, Inc. consists of a national network of fifty (50) locations providing accessible van rental services in the following states:

Alabama	Louisiana	Oklahoma
Arizona	Maryland	Oregon
Arkansas	Massachusetts	Pennsylvania
California	Michigan	Rhode Island
Colorado	Minnesota	South Carolina
Connecticut	Mississippi	South Dakota
Delaware	Missouri	Tennessee
Florida	Nevada	Texas
Georgia	New Hampshire	Vermont
Hawaii	New Jersey	Virginia
Illinois	New Mexico	Washington
Indiana	New York	Washington, DC
Iowa	North Carolina	West Virginia
Kansas	North Dakota	Wisconsin
Kentucky	Ohio	Wyoming

Franchises offer accessible full sized and mini-vans for rent on a daily, weekly and monthly basis or for long-term lease. The rental fee includes the franchisee's cost of insurance and maintenance and is set by the individual franchise location. A franchise can offer unlimited mileage, or charge per mile over a set number of miles.

The renter of a Wheelchair Getaways van can provide a driver or drive the van himself/herself, if all necessary requirements are met. The franchisee can also provide a driver, but any driver of the van must be 23 years of age or older.

Each franchise location is independently owned and operated and may offer additional products and services to Wheelchair Getaways customers such as scooter sales and rental.

Wheelchair Getaways vans are perfect for:

- ✓ Vacations/Weekend Trips
- ✓ Weddings/Special Occasions
- ✓ Sporting Events
- ✓ Shopping
- ✓ Medical Visits
- ✓ Replacement Vehicles
- ✓ Renting Before Purchasing
- ✓ Comparing Full Size and Mini Vans





Wheelchair Getaways, Inc.®

P. O. Box 605
Versailles, KY 40383
800-536-5518
859-873-4973
(FAX) 859-873-8039

Uniform Franchise Offering Circular (UFOC) Application

Date _____

Contact Information

Name _____	Email _____	
Street Address _____		
City _____	State _____	Zip _____
Home Telephone _____	Best time to call _____	
Work Telephone _____	Best time to call _____	

Background

Have you considered other business and/or franchise opportunities? <input type="checkbox"/> Yes <input type="checkbox"/> No
If so, what kind? _____
What is your present occupation? _____

How quickly would you be ready to open your Wheelchair Getaways Business? (check one)

Immediately 2 Months 3 Months 6 Months

Would you be interested in operating the business full- or part-time? (check one)

Full Part

Would you be interested in operating from your home or an office? (check one)

Home Office

Thank you for your interest in Wheelchair Getaways, Inc.