



PINK JEEP® TOURS ADOPTS SMITH SYSTEM® DRIVER TRAINING

Pink Jeep® Tours, the premier adventure tour company of Arizona and Nevada, has adopted the Smith System® of driving company-wide.

Pink Jeep® Tours is the only tour company in the world using this comprehensive driving system.

Used by such well-known companies as Fed-Ex, Chevron, and 250 other Fortune 500 Companies, the Smith System® is based on five keys for driving and focuses on anticipating driving factors rather than reacting. It is the leading provider of collision avoidance driver training and delivers behind the wheel instruction to tens of thousands of fleet drivers every year. The Smith System® requires a significant financial and time commitment for any company to implement and use as a key training component. Having this extensive training creates a safer environment for passengers and a better experience for all.

Pink Jeep® Tours holds integrity and responsibility for customer and employee safety as important key values. All guides are put through an extensive 168 hours of training, including: geology, flora, fauna, history, first aid, CPR, and the new Smith System® driver training. With this extensive training regiment, Pink Jeep® Tours continues to lead the industry in excellence, training, and safety.

Shawn Wendell, owner of Pink Jeep® Tours, said of the Smith System® training, "Adding the Smith System into our current extensive training program is a key component to providing the safest experience possible for our customers. Passenger and employee safety is one of our top priorities, and through this training we have taken another step in ensuring that our customers have a completely safe experience with Pink Jeep Tours. This is an investment in our future and the safety of our customers and employees that we are very proud of and want everyone to know about."

Smith System® training has been completed at each of the company's locations including Pink Jeep® Tours Sedona, Grand Canyon, Las Vegas, NV, and Pink Adventure Tours in Scottsdale. Three employees have completed the 40-hour training class to become instructors for the Pink Jeep® Tours team to offer ongoing training to all new hires.

For more information about the Smith System® training program or to find out more about Pink Jeep® Tours call (800) 873-3662 or visit www.pinkjeep.com.

Pink Jeep Tours, the premier adventure tour company of Arizona and Nevada, was founded in 1960 and has its corporate headquarters in Sedona, Arizona. It serves visitors from around the world with a corporate fleet of 125 vehicles and is the only tour company with guide trainers certified by the National Association for Interpretation and Smith System® on its staff.