

LET'S DO THE **BUMP!**

**Bumper cars . . .
the darling of amusement parks
for over 80 years
. . .the rave of entertainment parks today!**

The first bumper cars were called Dodgem cars. They were small electric cars drawing their power from overhead grids. From the 1920's through the 1950's, Dodgem and Lusse Brothers' Auto-Skooter dominated the bumper car industry.

Then, in the early 1960's, California's Disneyland introduced a hovercraft-based bumper car called "The Flying Saucers." This ride system worked similar to an air hockey game and although short lived, it fueled the imagination of leading bumper car companies to improve ride system technology and innovation.

By the 1980's, new features began to appear: Ride Development Company (RDC), a prominent ride technology entity located in Independence, Oregon, developed a patented electric floor, wheel-driven bumper car encased in a pneumatic tube, plus created an all-terrain model designed to operate on asphalt, concrete or even grass. Today's RDC bumper car models are eclectic in look and are fun to operate. Their Mark VIII Electric Floor and Gasoline model is the most popular bumper car in the United States.

RDC is an internationally recognized leader in bumper car manufacturing and sales; and, is an accepted leader in design, innovation and safety. RDC bumper car sales span four continents.

Tami Dean, Sales Manager at Ride Development Company says "bumper cars are excellent investments that hold their value over time. RDC's ride system and cars are built and designed to last for decades. Operators want and demand reliable rides, repeat ridership and a track record of profits. RDC bumper cars deliver on all three fronts."

Appealing to a large number of FEC and indoor venues due to their small footprint, RDC bumper car systems have a minimal six-car floor footprint that occupies a space of only

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Bumper cars are well-tested, safe amusement rides that untiringly entertain the whole family.

24 ft by 24 ft. The cars get their power from a low voltage transformer that electrifies a stainless steel/marine grade wood floor. Easy installation and low maintenance also appeal to owners and operators.

Owner/operator Chad Cook of Freedom Station Entertainment Center in Prescott Valley, AZ is thrilled that RDC bumper cars added a nice dimension to his mix of rides. "Owners fear that any time they invest in a new ride, it might cannibalize revenue of existing attractions. This was not the case when we added RDC bumpers cars to our mix. In fact, RDC bumper cars have contributed to a 45 percent increase in revenue since our expansion."

Tom England, owner and operator of NEB's Funworld in Oshawa, Ontario has owned bumper cars for more than 10 years. He states, "Bumper cars have a long history of safe operation and they appeal to a wide demographic market. For first time amusement centers looking to purchase new rides, bumper cars should be on the top of their list."

Today, families can experience bumper car ride systems in FEC's, bowling alleys, skating rinks, pizza parlors, hotels and shopping malls. Bumper cars are a genuine American classic and continue to entertain millions of people all over the world. Learn more about the profitability of bumper cars and do the bump!  -Kibert Bullard

Isaac Newton's Third Law of Motion certainly comes into play on bumper cars. His law of action-reaction says that if one body exerts a force on a second body, the second body exerts a force equal in magnitude and opposite in direction on the first body. If Isaac could have visualized bumper cars, he probably would have added a corollary to the effect that both bodies would have immeasurable Fun at exerting (bumping) force on the other body.

**(Third Law Formula) : F
g = mg**