



# Bumper Cars

## A Bright Spot for Entertainment Centers: LED Bumper Cars

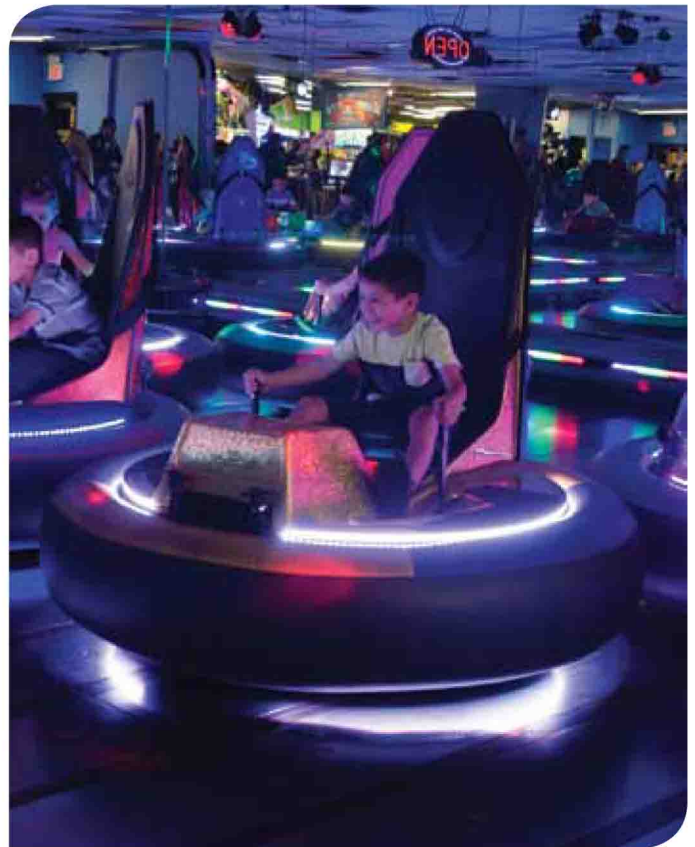
**B**ecause Hinkle Family Fun Center in Albuquerque, N.M., had great success with its bumper cars from Ride Development Company, it turned to the company once again when it was time to upgrade the cars 15 years later. “The cars ran well over the years and have been dependable, despite taking a tremendous amount of use and abuse,” said **Bryan Hinkle**, co-owner.

Instead of replacing the cars, Ride Development Company recommended upgrading the existing cars with new fiberglass metallic bodies equipped with LED lighting. “They shine, twinkle and have all-new LED lights on top and underneath so they light up the floor,” said Hinkle. “They look brand-new.” LED lights were also placed around the perimeter railing.

As a result, “The cars are getting a tremendous

amount of use compared to the past,” Hinkle said. “Guests are noticing how jazzy they look and are commenting on how great they are. They have given us a new image.”

Although Hinkle Family Fun Center budgeted to replace its bumper cars, the entertainment facility only spent a fraction of the allotted amount because it could refurbish the cars



*Instead of replacing its 15-year-old bumper cars, Hinkle Family Fun Center in Albuquerque, N.M., upgraded the attraction with new fiberglass metallic bodies equipped with LED lighting.*

instead of replace them. “Our revenue is up considerably,” Hinkle said.

The Big E in Gaffney, S.C., is yet another success story. Like Hinkle, Rick Hackel, owner and operator, had done business with Ride Development Company in the past. “I purchased its bumper cars 10 years ago

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*Rick Hackel, owner and operator, The Big E in Gaffney, S.C. “Kids immediately wait in line after seeing the bumper car arena,” he said.*

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Frank Sikora, president, right, Haunted Trails, Burbank, Ill., purchased RDC bumper cars for his Lombard, Ill., Enchanted Castle property. He is pictured with Ken Phillips, general manager. As part of the remodel, the bumper car track doubled in size and expanded from eight to 15 cars.

for a facility in Indiana," he said. "They've always been a hit with the kids, are reliable and work well."

So when he was planning to open The Big E, Hackel said it was a no-brainer to purchase bumper cars from Ride Development Company once again. "They've progressed wonderfully in the last 10 years," he said. "With the LED lights the whole car lights up. The LED package adds a lot to the riding experience and sells the attraction automatically." Kids immediately wait in line after seeing the bumper car arena. The LED lights are also positioned in the bumpers around the floor. "They add a lot to it," he said.

And if the past month—the first month of operation—is any indication, the cars should pay for themselves in one year, Hackel said. The Big E plans to add laser tag and outdoor attractions such as mini golf, go-carts and a rope course in the future.

Still another remodeling project brought

a previous customer back to Ride Development Company when **Frank Sikora**, president of Haunted Trails, Burbank, Ill., purchased LED bumper cars for his Lombard, Ill., property—Enchanted Castle.

“The new look creates more excitement and attention as people watch or ride them,” said Sikora. As part of the remodel, the track doubled in size and expanded from eight to 15 cars.

“The kids like the different-colored lights,” Sikora said. “The LED cars enhance the area to make it a destination within the facility.” 🍀

*Employees Allen Southern, Debbie Wright, Matt Beard, Melissa Sizemore and Doug Hayden photographed in bumper cars at The Big E. If revenues during the first month of operation are any indication, the cars could pay for themselves in a year.*

