

MECHANICAL BULL SALES

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To whom it may concern,

In November 2011, Dirty Dog Saloon – Hamilton experienced a meltdown of our mechanical bull, it was with us for 8 years and the idea of losing the bull with 8 years of marketing and promotions that made our bar unique was quickly becoming reality. It was a standard homemade mechanical bull and we shopped around to have it repaired and brought back to life. After looking around and researching bulls we found that the only thing we could do was to buy a new one. The research and shopping around quickly changed direction and we stumbled across a company not too far from us that had a great looking bull.

Not only was this bull realistic looking, it was different. It no longer bucked with a 1 and a half horse power motor and spun with a 2 horse power motor... it didn't have wires that would tangle and wrap themselves around a shaft until they broke, it was a whole new experience.

It meant that not only would we have a bull back in the venue; it would be a new improved version of what made our bar popular in the city. The choice to change and upgrade wasn't easy, after researching the bull, the technology, and calling the company to get a reference or two, we quickly found out that we would be buying a bull that not only was relatively new, we were buying a unique bull that was the 5th bull they had sold to customers in Canada.

On the marketing side, we got excited. We had the only bull of its kind in the province, and not only that... there are only 4 more and they are all out in western Canada. Huge points for the rareness... the down side are that the support and experience was questionable... How long would it last? How much different is the ride? If a part breaks, then what how fast can we get back up and running?

We were deciding if this solution that looked great on paper would be as awesome as our marketing team was imagining. After weeks of talking to the manufacturer, a lot of reassurance that it's as awesome as we think it would be... we decided to buy it and see for ourselves.

So in December of 2011, we drove to Pennsylvania, picked up our new adventure, and brought it back to its new home. It came in a few boxes but nothing had to be assembled really except putting the body on the shaft, and connecting the power and control cable. Installation was easy... Four bolts into the ground and we were done. No special tools, no calling the company for help... it was as simple as plug it in, turn it on and we were on it. A few months in, a problem occurred. We called the company and got help immediately. When the bull's horns broke, we called the company and they were sent up within a few days.

We are a night club that is only open 2 days a week for 5 hours at the most a day. In those 5 hours we have riders on the bull all night long. One rider every 3-4 minutes, that works out to be about 15 rides an hour or 75 rides a night, 150 rides a weekend. We charge a \$5 fee to ride the bull and it generates around \$600–700 a weekend. We paid off the investment in the bull in the first year. It was magic. The bull riders experience was so great they recommend it to friends, it doesn't leave bruises as much as the older bull making it girl friendly and its multiple ranges of motion makes it a great challenge for seasoned riders.



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Needless to say it's performed beyond our expectations. It's now June 2014, the bull has been with us for 2 and a half years. That's 140 weeks. For a total ride count of 21000 rides, and it generated to date approximately \$105,000. That is a 500% ROI in 2.5 years. Unfortunately, the bull recently had a catastrophic problem.

In May of 2014, we had a mechanical failure. The shaft broke at the body, sheered right off. We called the company and took pictures and explained the situation. Sent those pictures via email to the company and within an hour they had the replacement shaft in the mail and being delivered by the end of the following week so we could replace it and have the bull running again. Had it not been for US/Canadian customs, we probably would have had the part within the week.

For most companies, after you return a broken part, they replace it and that is all... This bull came from a different type of company that surprised us. A week or two after we got the bull working again we received a call.

After investigation of the broken shaft the company called us and explained that it seemed to be a fault of the manufacturing process of the shaft and not our fault or their fault. A hairline fracture was to blame for the bull shaft breaking. They replaced the part for free and explained that they had only seen it once before but happened in the first month the customer bought it. Ours broke after 140 weeks and 21000 rides.

We have come to enjoy working with this company. Their product is solid and their support is above average for a small company. They appreciate their customers and it shows in every communication we have with them. They have become a very trusted business supplier and we recommend their products to other bars in the province. We feel strongly that their service and their products are reliable, dependable and honest.

We enjoy our relationship with them and we have benefitted from the risk we took 140 weeks ago. It turned out well for us and we believe that they would do the same for anyone.

Should this letter of recommendation end up in potential customers' hand, I want you to know that we were in the same position you are in now... you are taking a chance, there isn't a lot of history. We truly believe that this bull we have now, has increased our business, has been reliable and fun to operate, and it very easy to maintain. It is always working, it continues to amaze riders, and it's a whole lot of fun for all patrons of any age. You are welcome to call us directly and confirm with us any questions you might have about the bull and the product and services that this company provides.

Anthony Sa,
Owner
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