

Inside Chance

NEWSLETTER



Together In Motion For 65 Years!

Chance Rides proudly marks 65 years of delivering “Joy in Motion,” creating unforgettable experiences that span generations. Founded in 1961 in Wichita, Kansas, by Harold Chance as Chance Manufacturing Co., Inc., the company quickly earned a reputation for crafting dependable, crowd-pleasing attractions. Early innovations like the legendary C.P. Huntington Train™ and iconic trailer-mounted rides such as the Trabant and the Zipper set the benchmark for excellence—defining what Chance would become for

decades to follow.

Growth continued through strategic expansion and deep industry roots. In 1970, the acquisition of the Allan Herschell Company broadened our portfolio to include classic carousels. By 1977, the purchase of Minibus of California added transit expertise, paving the way for trams and authentic replica streetcars. By the mid-1980s, Harold’s son, Dick Chance, established Chance Industries, introducing dedicated divisions for rides, transit sales and engineering.

The Wichita facility grew into a 425,000-square-foot manufacturing hub across 40 acres, supporting nearly 400 skilled employees and a fully integrated production process.

Today, the company remains at its original site in a 250,000-square-foot facility, employing 130 skilled Ateam members—including welders, artists and specialists—many with more than 35 years at Chance Rides.

The new millennium brought another leap forward. Following a 2001 reorganization, Chance acquired D.H. Morgan

Manufacturing, propelling the company into the roller coaster market and later partnering with Bussink® Technology to introduce the 60-meter observation wheels to North America.

Today, as Chance Rides, LLC, the legacy endures—driven by the same spirit of innovation, strengthened by new ownership and an expanding global reach. Sixty-five years on, Chance remains committed to engineering and manufacturing attractions that keep the world in motion.



Through The Years . . .



1961—Chance Manufacturing Company, Inc., was founded by Harold Chance in Wichita, KS. It all started with a C.P. Huntington™ train, today there have been over 430 trains produced.

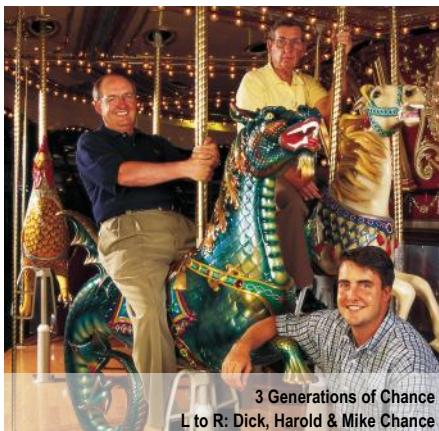
1970—Chance Manufacturing Co., Inc. purchased the assets of the Allen Herschel Company. At the time, Allan Herschel was the largest manufacturer of amusement rides in North America. This acquisition allowed the company to increase its product line to include carousels.



1971—Harold organized the first amusement ride safety seminar that continues today as AIMS, the Amusement Industry Manufacturers & Suppliers, International.



1970s & Early 80s—A period of rapid innovation and creativity for Chance Manufacturing, including the development of the classic Zipper and the first trailer-mounted Trabant.



1985—Harold Chance retired from Chance Manufacturing Company, Inc. Later, his son Dick Chance formed Chance Industries, Inc., with subsidiaries Chance Rides, Chance Coach and Chance Engineering.



1998—Mike, Dick's oldest son, joined the company and helped expand the theme park side of the business. His influence and drive allowed the company to begin building rollercoasters.



L to R: Dick & Mike Chance

2001—Mike Chance acquired the roller coaster designs of D.H. Morgan Manufacturing in CA and formed Chance Morgan Coasters, Inc. Manufacturing was moved to the Wichita headquarters while engineering remained in California for a time.



2004—Chance American Wheels partnered with Bussink® to produce Observation Wheels as Bussink Technology's exclusive North American licensee.

Aaron Landrum
President & CEO

2017—Aaron Landrum joined as President and COO, strengthening leadership for continued growth.

2023—Following Dick Chance's retirement, Landrum assumed the role of President and CEO.



2017—John Chance led the effort to convert the C.P. Huntington Trains from internal combustion to fully electric, dramatically increasing sales.



2023—Dick Chance retired after selling Chance Rides Manufacturing, Inc., to Missouri-based Permanent Equity.



NEW: Electric eTRAM™

2025 & Beyond—Chance Rides, LLC is accelerating global growth through partnerships with international manufacturers and vendors, while expanding its offerings—starting with the all-electric eTRAM™, developed with EVX Mobility™ to provide a clean-energy guest transportation solution that cuts operating costs and advances sustainability.

Today, the Chance Rides legacy continues—rooted in innovation, strengthened by new ownership and supported by Permanent Equity's long-term approach to growth and stability.

Chance Rides Brand Evolution



1960's



1970's



1980's



1990's



2000's



2010's



2024



2026

Looking Ahead: The Next Chapter for Chance Rides

As we celebrate 65 years of Chance Rides, we are reminded that our story has never been defined by a single ride, a single era, or even a single generation. It's been shaped by the people who show up every day with skill, pride and the determination to build something that lasts. That commitment—passed down through decades of welders, artists, engineers, craftspeople and leaders—remains the heart of who we are.

The future of Chance Rides is built on that same foundation, with a renewed focus on innovation, quality and long-term growth. As our industry evolves, so do the needs of our customers—and we're leaning into new opportunities that expand what we can offer, where we can go and how we can serve. From strengthening partnerships and growing our global reach, to developing new products and exploring cleaner, more efficient transportation solutions, we're committed to staying ahead of what's next.

But even as we look forward, one thing stays the same: our purpose. We're here to help create unforgettable guest experiences and deliver products that people trust—designed with care, built with integrity and backed by a team that takes pride in every detail.

Sixty-five years is a milestone worth celebrating. And it's also a reminder: our best chapters are still ahead.

Chance Rides—TODAY

