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SEGWAY INC. CELEBRATES 10 YEARS OF 'SIMPLY MOVING'

The Company has grown, changed and is poised for continued global expansion

BEDFORD, NH – January 24, 2012 – Today, Segway Inc. (“Segway”) announced its celebrating 10 years of ‘Simply Moving’. In December, 2001 the Segway® Personal Transporter (PT), the world’s first and only electric, two-wheeled, self-balancing transportation device was unveiled on Good Morning America. In 2002, the PT became available to customers and a remarkable, new transportation alternative was born.

Since that time, Segway has earned a global presence, is well-known as the world’s leading provider of personal, green transportation alternatives and robotics mobility platforms and will be celebrating its 10 year milestone anniversary throughout 2012! The Company’s flagship product, the PT, continues to be the heart of the business and development of a new model is well underway. However, Segway has also expanded its business further into international, robotics, public safety and tourism markets.

SEGWAY TODAY

Global Growth

In the last several years, Segway’s global presence has grown substantially and its expansion continues.

• Europe, Middle East and Africa

These three markets are currently home to a strong and growing network of 49 distributors. The region employs a strategy of marketing the PT as a tool to support businesses, public safety and tourism markets. Nearly 95% of sales are attributed to business-to-business relationships. The region is also fully supported by a service center in Munich, Germany.

• Asia Pacific

Segway has aggressively tackled this market by revamping its Asia Pacific territory and adding new distributors. In 2010, Segway opened a service center in Singapore to support the growing region. The approach to developing the Company’s presence in APAC is hands-on and significant growth is expected in 2012.

Robotic Mobility Platform (RMP)

Segway is one of the world’s leading developers of electric propulsion platforms for ground robotics applications. The comprehensive RMP product line includes both two and four wheeled platforms available in a variety of configurations. Each uses advanced PT-based technology and boasts quiet, clean and efficient operation with unmatched versatility, durability and performance.

Segway RMPs are used by academia, research laboratories and robotics integrators across the globe. Segway’s robust electric propulsion system coupled with a flexible user interface results in an open architecture transportation platform for sensors, manipulators and other payloads which suit the needs of a growing number of robotics programs and products.

Chris Crimmins, Applications Sales Engineer, said “The distinct competitive advantage of Segway’s robotic mobility platforms is that we design and produce a wide range of open architecture platforms with a level of flexibility that many other manufacturers simply can not offer.”



Segway Tours

The concept of touring on a Segway PT is not new. However, adding the tourism market to the Company's business model is. In 2010, Segway launched a new division dedicated to developing Company run tours. Today, nearly a dozen tours are operating throughout the U.S. and Canada and that number is expected to grow. The distinct competitive advantages of Segway Inc. tours:

- As the product's manufacturer, our staff has the expertise to assure a comprehensive product orientation.
- They offer the very best tour content because the team works with historical associations and like organizations to develop interesting and informative subject matter
- As safety is a top priority, Segway implements strict guidelines to ensure a smooth glide and a safe experience. Comprehensive riding instruction is provided and helmets are required
- Segway Tour locations have access to the very latest product information and training techniques
- They offer a small guide-to-glider ratio and provide more personal attention

"We are excited to be in the tour business and offer people a fun way to experience our product while taking in the sights," said Monique Apter, Vice President of Sales - Americas. "We plan to continue to expand this year to several select areas in the U.S. and Canada."

The Segway Patroller

Officers working in all areas of public safety have an immense amount of responsibility. To be as effective as possible, they require enhanced visibility and mobility – enter the Segway Patroller. Segway PTs have been deployed in more than 1,200 police departments and public safety organizations across the globe.

In 2011, Segway launched its 'Patrolling Across America' program. The 9-month mobile campaign logged 36,000 miles and visited more than 120 police departments in 39 states. Officers were trained, provided PTs to evaluate and educated on multiple procurement programs.

"Taking a hands-on approach with public safety agencies, offering them the opportunity to learn more about the product, train with it and evaluate it in their own environment was invaluable," said Jamie Marsh, National Accounts Manager. "We expect demand for the Patroller to continue to grow both domestically and internationally."

SEGWAY IN 2012 AND BEYOND

"It's exciting to be celebrating the growth and success of Segway at the 10 year mark. We've experienced many challenges over the years. However, we've remained focused on moving forward, being innovative, advancing technology, developing products, expanding our target markets and earning a global presence," said Wayne Mitchell, CEO. "This year, we'll reflect on all that has been achieved in a decade knowing we are poised for continued expansion in 2012 and beyond."

ABOUT SEGWAY

Segway Inc., based in Bedford, New Hampshire, is the world's leading provider of personal electric transportation. Segway markets a full line of zero-emissions Personal Transporters (PT) for indoor, sidewalk, cross-terrain and patrol use. All deliver impressive energy efficiency equivalent to 450 miles per gallon. The Company's comprehensive line of Robotic Mobility Platforms (RMPs) is based on PT technology that has been adapted to provide versatile, durable mobility solutions to researchers, academia and robotic integrators.

Segway Inc. has a worldwide network of more than 250 distributors, dealers and experience centers in 80 countries across the globe, offering product and unique touring experiences. For more information about Segway, to find a distributor/dealer or book a tour, please visit www.segway.com. Media inquiries should be directed to media@segway.com.

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