

Segway Inc. Company Milestones

July 27, 1999 – Renowned inventor Dean Kamen founded a new company with a vision to develop highly-efficient, zero-emission transportation solutions using “dynamic stabilization” technology. The Company’s research and development focused on creating devices that required a minimal amount of space, were extremely maneuverable and could operate on pedestrian sidewalks and pathways.

February 2001 – The Company broke ground on its manufacturing plant in Bedford, New Hampshire. Construction was completed in November 2001.

December 3, 2001 – The Company adopted the name Segway, from the word segue, which means “to transition smoothly from one state to another”.

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*.

February 15, 2002 – The first state bill allowing Electric Personal Assistive Mobility Devices (EPAMDs) to operate on sidewalks is signed into law in the Company’s home state of New Hampshire. Within the year, a total of 31 states passed laws allowing the Segway PT to operate on sidewalks.

March 29, 2002 – Segway auctioned three limited edition Segway PTs on Amazon.com to benefit FIRST (For Inspiration and Recognition of Science and Technology), a non-profit organization founded by Dean Kamen. The auction generated a combined total of \$364,800 for FIRST bids from across the country. Segway PT #1 sold for \$160,100, Segway PT #2 for \$104,100 and Segway PT #3 for \$100,600.

November 8, 2002 - *Popular Science Magazine* awarded the Segway PT with a 2002 “Best of What’s New” Award in the general technology category. *Popular Science* reviews thousands of new products and innovations each year to honor the world’s most outstanding products. The Segway PT was among only 100 winners.

November 18, 2002 - Segway PTs went on sale to the public for the first time on Amazon.com. The Company hosted an Early Delivery Essay Contest and 30 lucky entrants won Segway PTs, a tour of Segway headquarters, the opportunity to see PTs being built and dinner with Dean Kamen.

February 2003 - Defense Advanced Research Projects Agency (DARPA) contracted with Segway to convert fifteen Segway PTs into Segway Robotic Mobility Platforms (RMPs). Segway developed the platform to serve as a reliable, cost-effective tool for research institutions and delivered the units to DARPA in April 2003.

October 2004 – The U.S. Department of Transportation/Federal Highway Administration released a study entitled “Characteristics of Emerging Road Users & Their Safety”. The Segway PT met or exceeded all recommendations made by the American Association of State Highway & Transportation Officials (AASHTO) Guide to the Development of Bicycle Facilities.

November 29, 2004 – *TIME Magazine* features Segway’s concept 4-wheel ATV prototype as one of the “Best Inventions of 2004” in its November issue. This prototype served to showcase Segway’s cutting-edge technology and world-class engineering.

March 1, 2005 – Segway announced the Segway Cross-Terrain Transporter (XT) and Segway Golf Transporter (GT). Each new product is equipped with extended-range lithium-ion batteries. The Segway XT features all-terrain tires, a robust fender design and specially tuned software for riding over varied terrain.



August 14, 2006 – Segway takes self-balancing technology to the next level with the introduction of the second generation Segway PT. All the products feature breakthrough LeanSteer™ technology and a wireless InfoKey™ controller that enhance the Segway experience by making the ride even more intuitive. The new product line includes the versatile Segway i2 and the cross-terrain model, the Segway x2, as well as six product packages tailored to specific commercial, police and consumer market segments and riding environments.

August 2006 – Segway launches the tagline, “Simply Moving”, along with a comprehensive marketing campaign that supports the Company’s innovative technology and conveys the many ways consumers and commercial customers can incorporate Segway PTs into their everyday lives.

September 10, 2007 – At the International Motor Show (IAA), Segway and General Motors Europe (GME) announce a design collaboration resulting in the Opel Flextreame concept car, which features integrated Segway PTs.

April 15, 2008 – Segway launches Segway Social, an online social networking site for Segway PT owners and enthusiasts. Owners can now connect with others nearby, map glides and tag places, upload photos of their experiences and celebrate the Segway lifestyle.

April 7, 2009 – Segway announces the Project P.U.M.A. prototype as part of a collaboration with General Motors (GM). The prototype leverages existing dynamic stabilization technology and electric propulsion to address growing urban congestion and pollution issues. The prototype is debuted on *The Today Show*, with host Meredith Vieira taking a test ride.

May 2009 – After incorporating the specific input of experienced law enforcement and security professionals, Segway introduces two new Patroller models that provide public safety personnel with features that ensure greater visibility and improve community policing programs.

November 2009 – Segway renews its focus on developing Robotic Mobility Platforms (RMPs) after successfully completing project work for Defense Advanced Research Projects Agency (DARPA). The Company launches a new product line and quickly becomes a market leader in the industry.

December 24, 2009 – Segway is acquired by James ‘Jimi’ Heselden, a prominent British entrepreneur.

March 24, 2010 – Segway introduces the EN-V Project at Expo 2010 in Shanghai, China. Segway collaborated with General Motors/SAIC on this concept, which sets a vision for transportation in 2030. The EN-V prototype is a fully-functional, two-person vehicle which features advanced dynamics, connectivity and sensory capabilities and combats urban congestion while being environmentally-friendly and fun!

June 2010 – Segway opens a flagship store on historic Hanover Street in the heart of downtown Manchester, New Hampshire and launches the very first Segway Inc. tour location.

June 2010 – Segway Inc. opens Segway du Canada and establishes 10 retail and experience locations across the country.

January 2011 – Segway Inc. opens a second tour location, Segway Tours – San Antonio, at the expansive JW Marriott® San Antonio Hill County Resort, which at the time was the largest Marriott property in the world.



March 2011 – Segway expands its business model and creates the Segway Inc. “Segway Experience Center Program”. The new program provides tour locations the flexibility to be an authorized tour operator, with the option to sell PTs.

March 2011 – Segway Inc. works with Gunstock Mountain Resort in Gilford, New Hampshire to pilot the Segway Experience Center Program on its property as it focused on transforming into a year round outdoor entertainment and adventure venue. Segway PT tours, along with lift rides and tree top zip line excursions, are now part of Gunstock’s activities.

March 2011 – “Patrolling Across America” kicks off. The goal of the tour was to visit police departments, showcase Segway’s Patroller models, train officers on their features and allow them to test ride the models in their community. The 9 month tour logged 36,000 miles, visited more than 120 new police department accounts in 39 states and earned significant local and national media coverage.

May 2011 – Segway teams up with Patriot Place[®], the home of the New England Patriots in Foxboro, MA, to open the new tour location, Segway Experience at Patriot Place.

May 2011 – Segway becomes the official title sponsor of MotoCzysz Racing to promote electric motorsports and personal transportation. The motorcycle racing team had a very successful year. They earned first and second place in the Isle of Man TT (Tourist Trophy) Zero Race, second place in the FIM e-Power/TTXGP International Championship Race and first place at the USBA/TTXGP Event.

July 2011 – Based on the success of other Segway Inc. tour locations, the Company launches four Florida-based tours including Segway Experience Treasure Coast in Jensen Beach, Segway Experience at South Beach in Miami, Segway Experience Ybor City in Tampa and Segway Experience at the Central Florida Zoo in Sanford.

December 2011 – Ten years after making its debut on *Good Morning America*, the Segway PT celebrates 10 years of “Simply Moving”.

January 2012 – Segway boasts a worldwide network of more than 250 distributors, dealers, experience centers and authorized tours in 80 countries around the globe and its Patroller model is being used by more than 1,200 police and security agencies.

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