

## NEWS RELEASE

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### **SEGWAY EXPANDS LAUNCH OF ITS ONE S1 - A SINGLE WHEEL, ELECTRIC, SELF BALANCING WONDER - WITH BRICK AND MORTAR RETAIL ROLLOUT**

*One S1 to be Showcased at CES 2017 from January 5-8 in Las Vegas*

Bedford, New Hampshire – December 5, 2016 – Today, [Segway Inc.](#) (Segway), the world's leading provider of electric personal transportation continues its expansion from a renowned manufacturer of commercial-grade products to also becoming an innovator in the consumer market, with the debut of its One S1 at brick and mortar retailers throughout North America.

"We launched the One S1 for pre-sale, exclusively on Amazon, on November 1 for \$749 — and the response was amazing! Now we're bringing it to specialty retailers whose customers are lifestyle and recreational riders. The One S1 is not for everyone, riding takes skill. We've found that riders with a certain skill set, combined with a fearless mindset, can learn to ride in about an hour. It may take other riders longer to become proficient," said Brian Buccella, Vice President of Marketing and Business Development, Segway. "It makes great sense to unveil the One S1 to retail buyers at CES and give them a unique opportunity to evaluate its features, accessories and point of purchase displays first-hand, as well as see a comprehensive product demonstration, check out the new black model and have a little fun!"

#### **One S1 Specifications & Accessories**

The One S1 is compact, weighing just 25 pounds, appeals to 16+ year old riders and can accommodate up to 220 pounds. Its lithium-ion batteries deliver sustainable power and allow riders to travel up to 15 miles on a single charge, depending on payload and terrain, with a top-speed of up to 12.5 mph. In addition, riders must download the Ninebot App, which provides a New Rider Tutorial, as well as the ability to monitor speed, enable carry or lock mode, engage speed limit mode, customize lighting and more. Most importantly, in keeping with Segway's renowned reputation for safety, the One S1 has been certified to [UL's](#) coveted 2272 standards, which reinforces its quality.

One S1 accessories include training wheels, kickstand, protective bumpers and graphic decals. Each accessory offers retailers a chance to better meet their customers' expectations for a completely customized riding experience.

#### **Availability**

The One S1 is available now and its accessories will be available in early Q1 2017. Retailers may contact us at 1.866.4SEGWAY (1.866.473.4929) to place an order or click [here](#) to schedule an appointment to meet with our Sales team at [CES](#) and learn more. For additional information, please visit [www.segway.com](http://www.segway.com).

#### **About Segway Inc.**

Segway is moving in a brand new and exciting direction. For years you've know us as the world leader in commercial-grade, electric, self-balancing personal transportation. After strategically merging with Ninebot in 2015, we reevaluated our product lines, as well as target markets, and made some bold changes. We're now also applying our world-renowned intellectual property to consumer products, with a sharp focus on transportation for lifestyle and recreational riders, and not looking back. For more information, please visit [www.segway.com](http://www.segway.com).

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